THE FOUNTAIN OPERATOR'S MANUAL

› › › 1940 EDITION ‹ ‹ ‹

AN ANNOUNCEMENT OF IMPORTANCE TO EVERY SODA FOUNTAIN OPERATOR

SEVERAL months ago Lamont, Corliss & Company announced the purchase of The Siren Mills Corporation, Chicago, Illinois.

The manufacture of Mild Bitter-Sweet Chocolate products is being continued under the original Siren Formulae and Processes at Fulton, N. Y.

Mr. Laurence D. Ely, former President of Siren Mills, has become a Vice President of Peter Cailler Kohler Swiss Chocolates Company, Inc., manufacturers of the world-famous Nestle's Chocolate Products. His offices will be in New York.

012685 50¢

THE FOUNTAIN OPERATOR'S MANUAL

Reg. U. S. Patent Off.

A TEXT BOOK PRESENTING THE ESSENTIALS OF SUCCESSFUL FOUNTAIN OPERATION AND MANAGEMENT

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1940 EDITION

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Syndicate Store Merchandiser, Inc.

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THE PURPOSE & NEED FOR

THE FOUNTAIN OPERATOR'S

MANUAL

FOUNTAIN OPERATOR'S MANUAL presents for the first time a practical and comprehensive book on the subject of fountain operation and management—written and compiled by authorities whose backgrounds extend over many years of practical experience in all branches of the industry.

As a whole, the industry represents a purchasing power far in excess of a billion dollars annually. In ice cream and its allied products alone, according to the latest government statistics, approximately three hundred millions of gallons are sold annually—representing in terms of wholesale cost more than 287 millions of dollars.

In drug stores, department stores, and syndicate stores, the fountain is responsible for attracting many customers who buy other merchandise before and after being served at the fountain.

From a survey of the drug industry, it has been proved conclusively that the fountain is the real drawing card for customers —and that multiple drug item purchases are frequently made after stopping at the fountain. In terms of sales, the fountain exceeded by far every other department in the average drug store.

The fountain is a 365-day-a-year business and is extremely profitable when properly managed. Failures among fountain operators can be traced almost wholly to a lack of detailed knowledge of the business. This first edition of the FOUNTAIN OPERATOR'S MANUAL should serve to help correct this common reason for failure.

In addition to its comprehensive editorial content, the operator will also find valuable information on its advertising pages about essential equipment and supplies made by reliable manufacturers.

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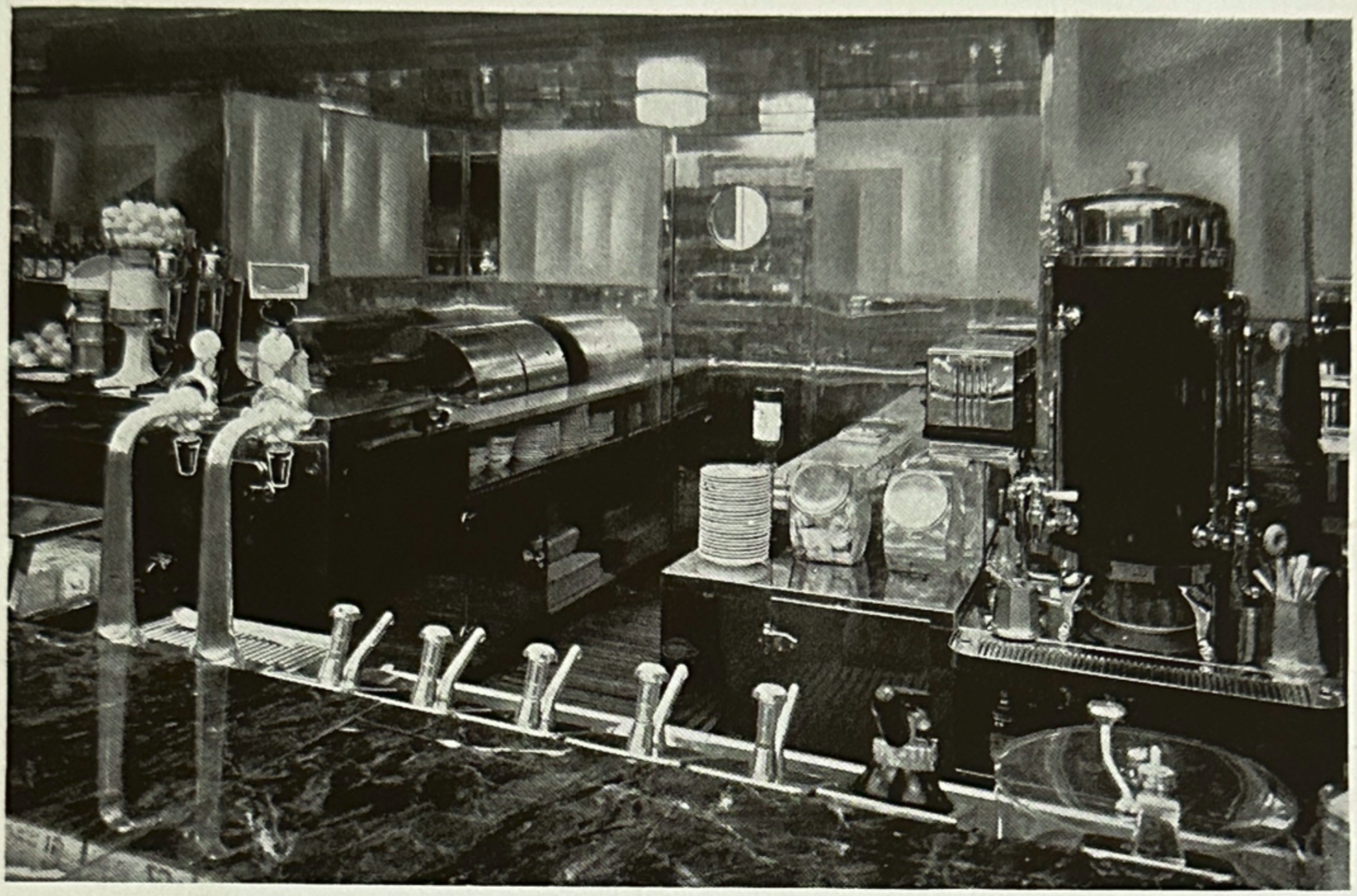
Editor's Note: The editors of the Fountain Operator's Manual present the following pages fully cognizant of the fact that there are many controversial opinions on equipment, sanitization, food costs, merchandising, etc., because the industry is growing so rapidly it has not been able to establish uniform standards of operation. The editors have made a sincere attempt to present every possible viewpoint on subjects that are open to controversy.

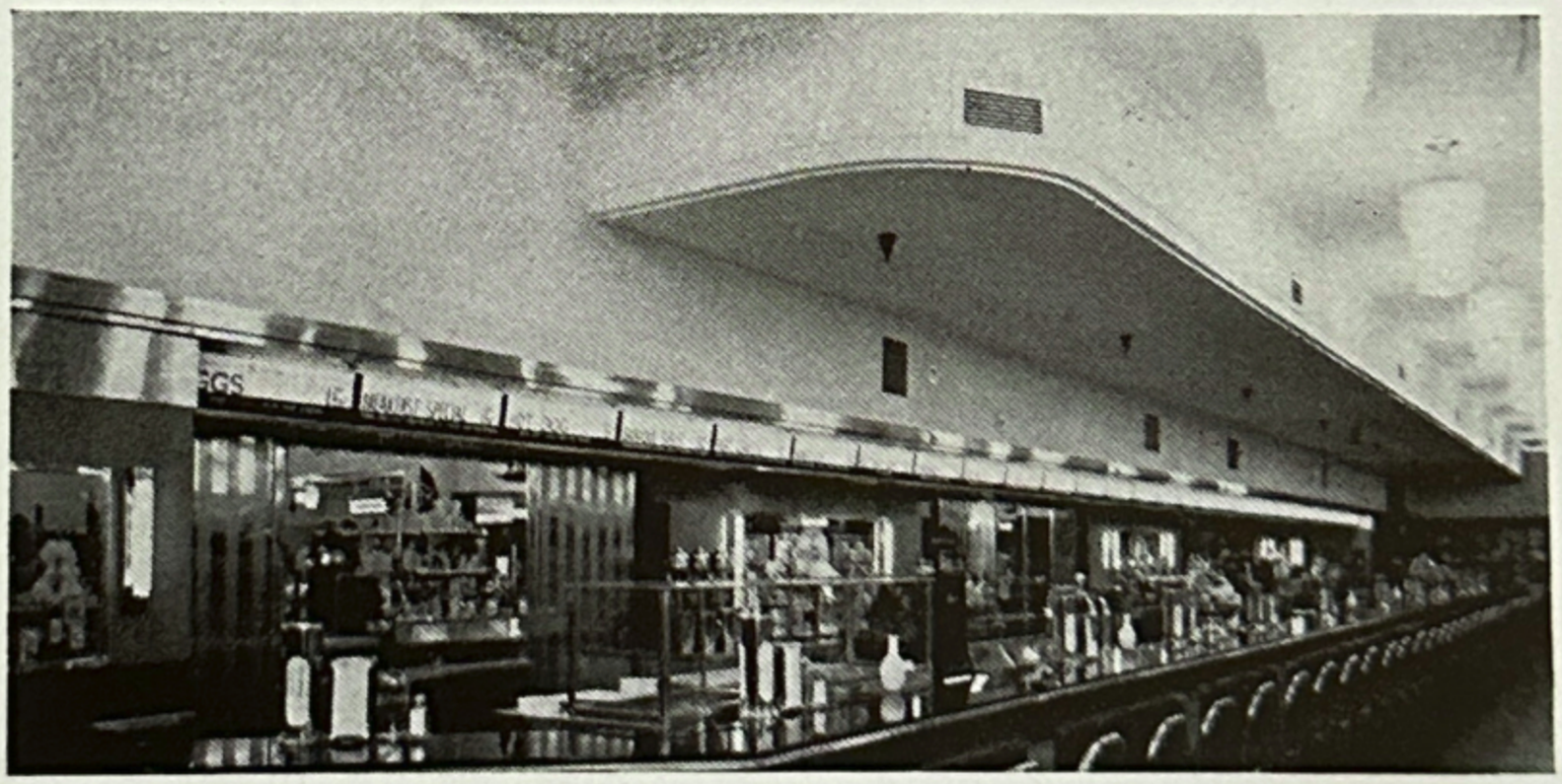
THE CLASSIFIED INDEX ON PAGES 158-159 SHOULD BE REFERRED TO WHEN IN NEED OF INFORMATION ON A CERTAIN SUBJECT. OBVIOUSLY A SUBJECT SUCH AS ICE CREAM WILL BE DISCUSSED FROM DIFFERENT ANGLES IN SEVERAL PARTS OF THE MANUAL.

COMPLETE EQUIPMENT—



ABOVE—Thorough accessory equipment is needed in the modern luncheonette. Note the complete assortment of utensils, all conveniently placed so that attendants can give quick service. The equipment and its arrangement eliminates a great deal of confusion and unnecessary effort.

RIGHT—Here is a fountain equipped to handle a large turnover. Its length makes it a real potential revenue producer for the store. Modern seating and an air conditioning system assure comfort for the customers.



LEFT — Women shoppers are attracted to this fountain because it offers among other features a convenient package rail —a very desirable fixture. The step has a decided comfort appeal. Note the full set-up of counter utensils. These back bar and counter signs are also important items of equipment.

A PROFITABLE INVESTMENT

The Modern Fountain Needs Quality Equipment And Accessories To Satisfy Today's Customers

SUBJECTS COVERED IN EQUIPMENT CHAPTER

- Fountain Locations
- Fountain Length
- Wall Type Arrangement
- Fountain Counters, Steps, Package Rails
- Back Bar Superstructure
- Interior Layout
- Booths
- Tables and Chairs
- Accessories
- Cost of Equipment

"A good workman can not work without tools," says the proverb—neither can a soda fountain or luncheonette be operated successfully without suitable, attractive equipment that serves its functional purpose and at the same time appeals to the customer's desire for beauty and comfort.

The biggest factor in choice of equipment—whether you are modernizing your fountain or opening a new store—is the type of operation for which you are planning. A small neighborhood drug store fountain requires one type of equipment, a large fountain with luncheonette facilities needs something entirely different. A suburban center ice cream parlor has use for many pieces of equipment which would go unused at a quick-service stand-up fountain.

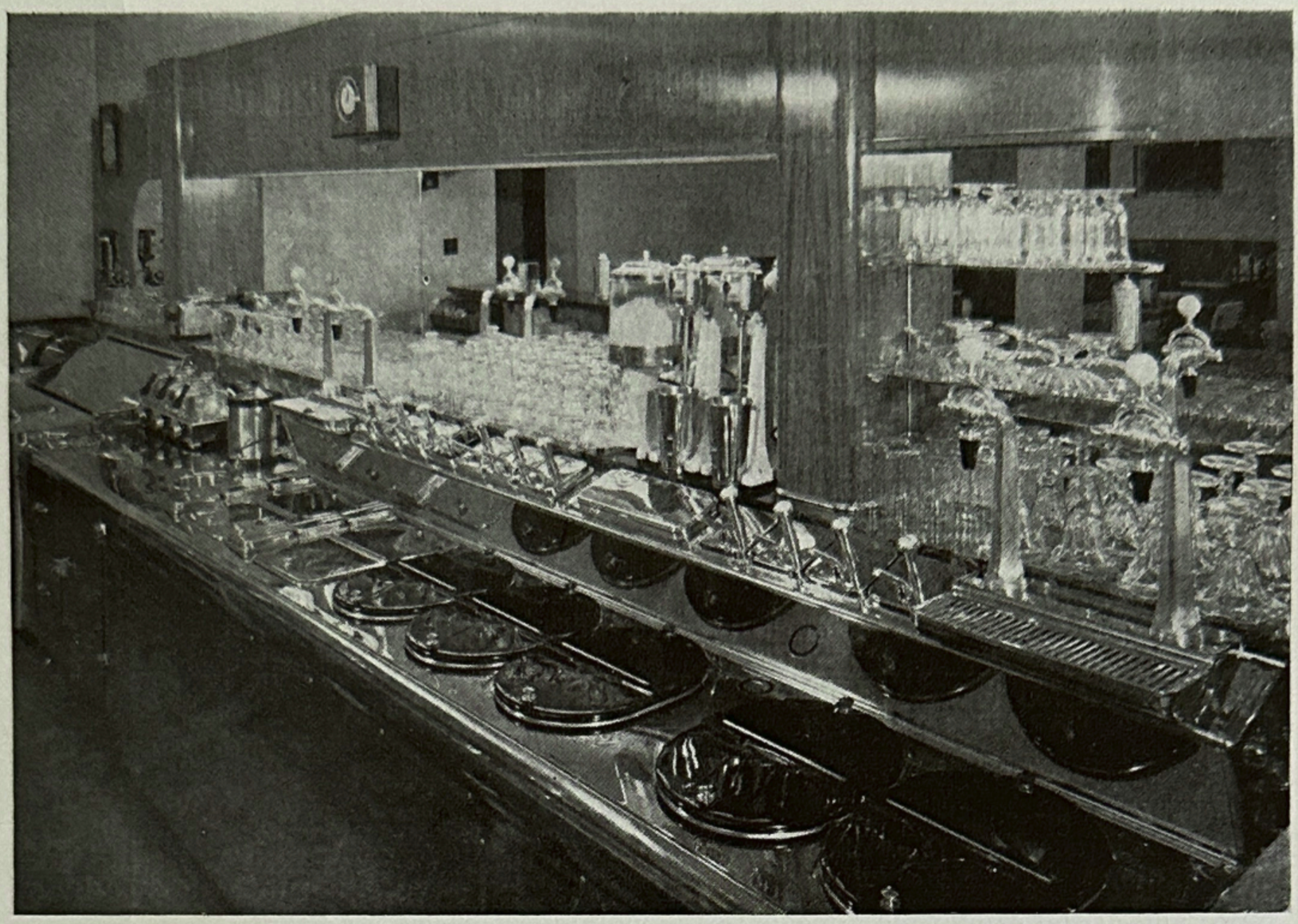
Whatever the type of operation, large or small, leisurely or rapid, equipment must be chosen for two primary considerations:

1. Operation—storage of materials, production of items, washing of service and production utensils, sanitation.
2. Customer Appeal—beauty and comfort of fountain, stools, tables, chairs, etc.

The first consideration is likely to seem the stronger to the average operator. Actually, the second is of equal importance—if not greater. You can have the finest mechanical equipment available, but if your customers see a broken piece of the counter slab held in place by adhesive tape, or sit on rickety chairs at wobbly tables, your excellent production facilities won't get a chance to show what they can do.

Before you consider any equipment you will want to determine just where in the store your fountain or luncheonette is to be placed. A recent Federal survey in the drug store field showed that 83% of the stores had their fountains located in the front, 14% had center wall locations, and only 3% had rear positions, There seems little question that for all-round purposes the front of the store is the logical location.

Besides being in the front of the store, your fountain should be placed against a sidewall. There are obvious reasons: This gives the fountain an opportunity for a back bar setting and decorative treatment through mirrors, attractive illumination, suggestive menu racks, and allows space for the essential equipment for successful operation.



Reversed or wall type equipment is gaining in favor with soda fountain operators. The cooler box and other units are installed so that they face the customer. However, where wall equipment is being considered, it is well to use a service counter height of 36 to 38 inches, providing for shelving, storage space and basins.

Where it is not possible to obtain a wall position, or where it is desirable to use an island or hollow square type layout in the center of the store, this, too, should be installed toward the front of the store.

Fountain Length

In 1924, average soda fountains were 9 feet long and were strictly soda fountains. Today the average length is 15 feet. This is based upon measurements of over 15,000 fountains. Fountains of today are 63% larger than in 1924, and practically all serve food. Essentially, the soda fountain has also become a food service department.

This increased space necessary for the fountain department is more than justified. It has been proved on new fountain installations in the average store that there is almost immediate evidence of an increase in fountain business of over 20% and that soon the entire store's business shows a similar volume increase. *Operators should give the fountain all the space the store can spare, based upon the square foot area of the store proper and the requirements of other departments.*

LENGTH CONTROLS REVENUE

Since the length of a fountain has a direct bearing upon the number of people it can seat and serve, naturally the length controls the revenue of the fountain department. As the average check, depending upon the type of store and its location is fairly uniform, and since the turnover in seats averages about the same, it stands to reason that a 20-stool soda fountain should, under average conditions, bring in practically twice the revenue of a 10-stool soda fountain.

WALL TYPE ARRANGEMENT

Soda fountains have been remembered in the past by the high type 42″ counter

where you climbed up on the stool to be served. It usually was uncomfortable; the top slab was not very wide and gave very little overhang for your convenience; it was difficult for a dispenser to reach across and serve you as well as to keep the equipment clean.

The idea of reversed or wall type equipment, with the cooler box and other units facing the customer instead of behind the counter is increasing in popularity. The 32″ counter, however, may not be the most desirable type because there is little space for storage below this counter in the way of shelving, and it is not possible to use drainboards and sinks beneath this low counter where they should be placed in order to keep dishwashing operations from the customer's view.

Where wall equipment is being considered, it is well to use a counter height of 36 to 38 inches, enabling ample shelving storage space below and utilizing drainboard service conveniently. This height, of course, necessitates a counter step but is much more comfortable and accessible than the 42-inch conventional height. It permits a wide top slab, with easier service reach by the dispensers than over the cooler box unit.

Many operators, however, prefer the conventional front counter equipment, 42 inches high, believing that faster service is possible. It is a matter of personal opinion and choice and there are enough of the new style wall type jobs spread throughout the country to enable an operator to study carefully which is most preferable for his particular store.

Fountain Counters

Marble has always been identified with the soda fountain and as an essential part of it, and still is so associated in the minds of the public. The public places a high value on marble.

Soda fountain counters, as distinct from ordinary fixtures, have always been a work of art and are bought upon their eye appeal for beauty and attractiveness. Your store is remembered by its soda fountain counter appeal. Marble, alone, used to be considered the material for soda fountain counters but changing times have brought changes in materials and designs. Marble is still used by many operators and it can be decorated to conform to modern design requirements.

NEW COUNTER MATERIALS

Today, beauty, color, warmth, and modern treatment are possible in such materials as Formica, Cafolite, Vitrolite, Tile, Marlite, and Marble. These are adaptable alone or in combinations. Wood, in some instances, is being used

A bay type luncheonette counter—so constructed as to utilize all available space. This overcomes the seating limitations of a straight counter in a similar space.

for counter panels in the new and lighter grains. Counter panels have even been introduced, using fabrics and leathers. Attractive and colorful enameled steel is obtainable in every type of modern design, with considerable savings to the buyer. Any fountain salesman will gladly present samples of these materials with hundreds of designs to meet every possible taste.

Material used for the counter must have properties of easily maintained cleanliness, and all counters should be so constructed that floor cleaning operations may not destroy the counter structure through moisture seepage. *It must be remembered that because of foodstuffs, positive vermin control is absolutely essential.*

COUNTER STEPS

A step is highly desirable, irrespective of the length of the counter. It is most comfortable. Steps are made in many styles. Some are of the full box type with solid tread and base to the floor. Other types are bracketed onto the counter with solid tread only and no base. Steps are made in many materials such as marble, slate, glass, linoleum, aluminum, Formica, Cafolite, or combination of these. Here again, vermin control must be considered in construction.

The new three-rail stainless steel tube step, bracketed on the counter, offers a solid foot-rest and overcomes the accumulation of dirt that shows up on a solid type tread. The new design enhances the counter appearance greatly and is gaining in favor.

The California type step, on which the stool itself sets to accomplish a low counter height stool, has its sponsors, but the hazards in its use through possible accidents in getting on and off has not popularized it.

STEP SHOULD BE HIGHER

In years gone by, fountains have been built with steps too low. The average table height is 30 inches, and this is very comfortable in relation to one's feet on the floor. Naturally, when a table or counter height is raised to 42 inches, or 12 inches higher, it follows that the step should be 12 inches high, not 8, 9, or 10 as they have been built in the past. Similarly a 36-inch high counter would require a 6-inch high step. It is well, therefore, that the step height be correct and this has been carefully established by architects and seating experts.

COUNTER PACKAGE RAILS

Package rails have been increasing in popularity in recent years, both on the high and low type counters. These are obtainable in solid shelf type or in the rail type, either of metal or of wood, square or round. They add an attractive note to the counter besides providing utility space for storage of small articles, pocketbooks, etc., and are an excellent fixture well worth the extra cost.

BACK BAR SUPERSTRUCTURE

The back bar superstructure is constantly in view of your trade and should be given careful consideration as it forms the background of your fountain department. All types of material are available for the counter and can be used in your superstructure, irrespective of whether the equipment is of the back wall type or of the front counter type. The superstructure should be well illuminated, preferably with the new fluorescent lamps which provide lighting without the glare and show up your fixtures without the extreme bright spots and shadows. This is usually provided below a cornice at the top of the fixture, giving a slight canopy effect, breaking up the plain flat wall fixture appearance.

More and more, the menu rack running the entire length of the fountain below this cornice is being used with

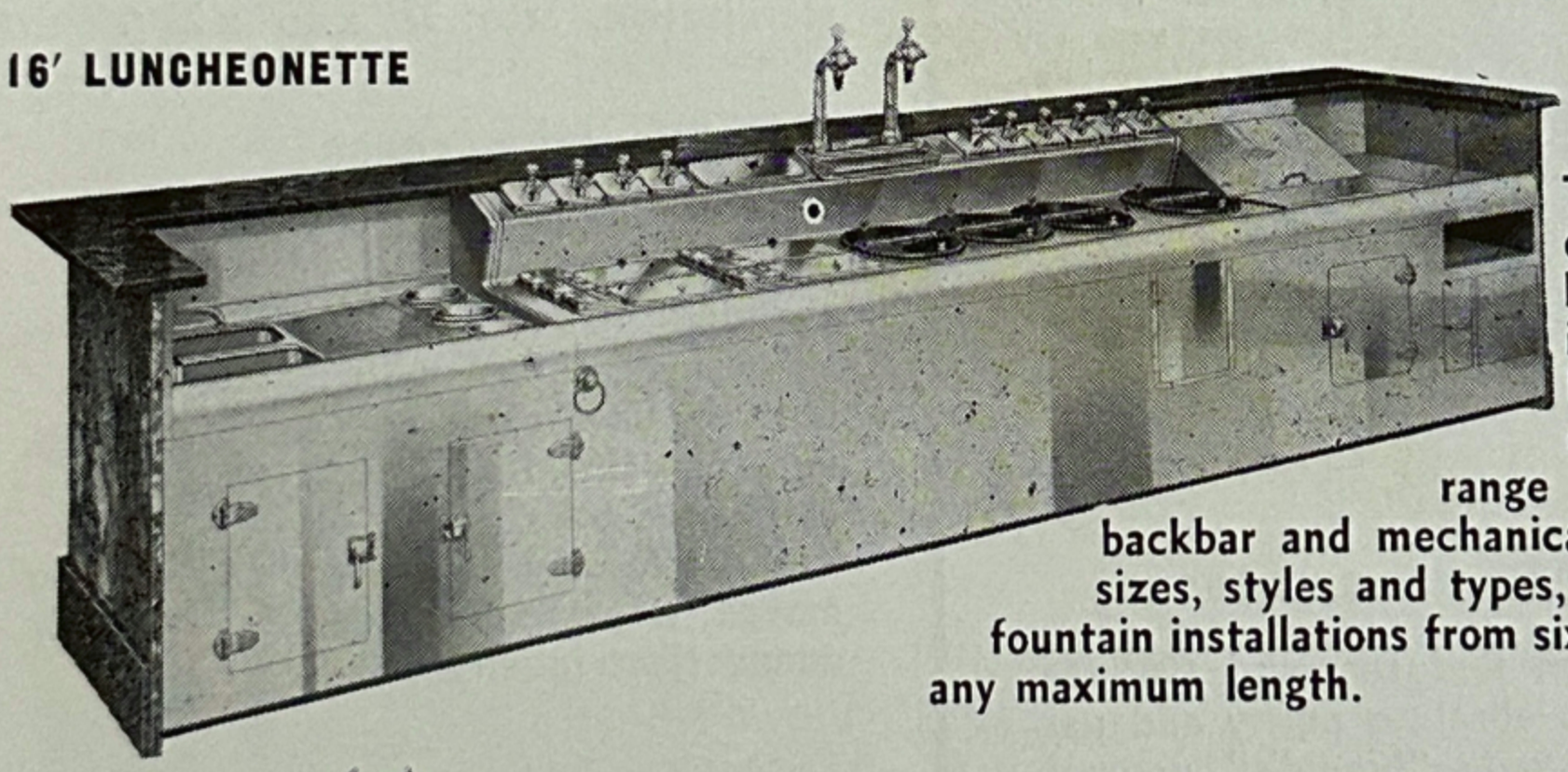
It Pays To MODERNIZE FOUNTAIN DEPARTMENTS *With* LIQUID PRODUCTS

● The regularity with which operators call on Liquid for fountain modernization and accessories is based on facts like these: (1) The proved ability of Liquid installations to make new customers and keep them satisfied and so increase profits; (2) Liquid engineering cooperation to assure maximum efficiency of operation, and, (3) Liquid's unequalled localized service. Summed up, these and other advantages of dealing with Liquid mean "an experienced ability to meet every soda fountain need."

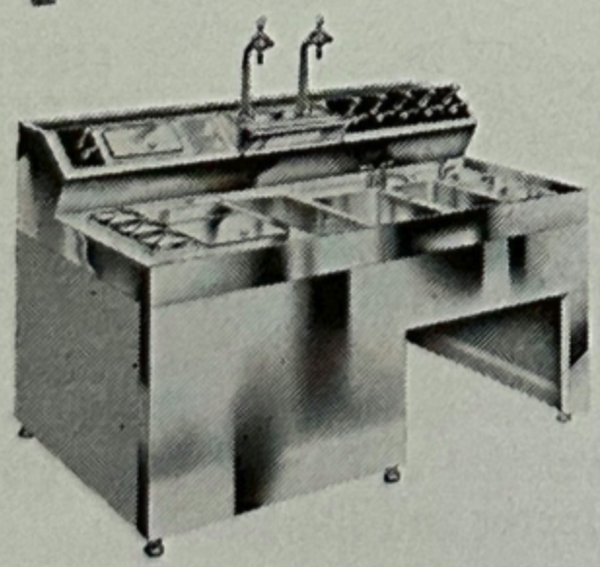
On this and following pages are a few typical "Liquid" Products. For information on the complete line of tested Liquid values — hundreds of them — Send for the big 118-page Liquid Catalog.

LIQUID SODA FOUNTAINS

16′ LUNCHEONETTE

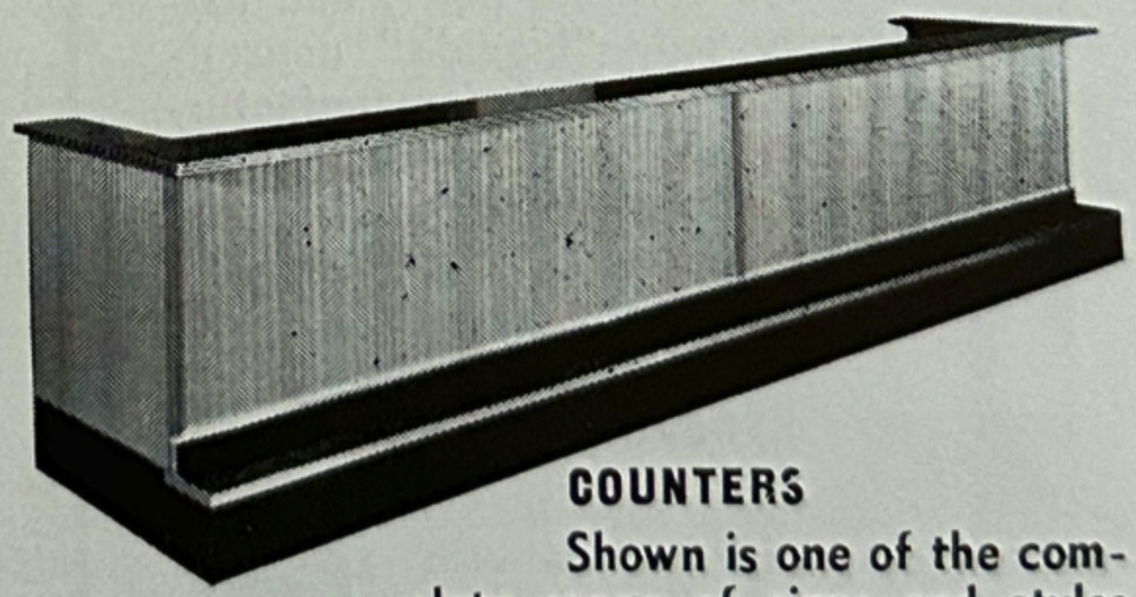


This fountain is one of several hundred designs in the "Liquid" Line which includes a wide range of counter, backbar and mechanical units in many sizes, styles and types, permitting soda fountain installations from six feet to virtually any maximum length.



5′ 6″ CABINET FOUNTAIN NO. 4116

Above is an example of a special line of "Liquid" Cabinet Fountains built for use with ice cream cabinets. Available in various lengths from 4′ 2″ to 6′ 6″.



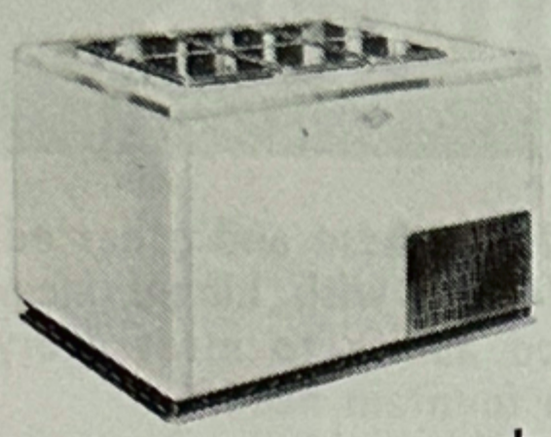
COUNTERS

Shown is one of the complete range of sizes and styles of "Liquid" Soda Fountain Counters of Marble, Stainless Steel, Synthetics and Modern Laminated Plywood. Designs and colors to fit all needs.

TURN PAGE FOR MORE LIQUID PRODUCTS

HERE ARE MORE PRODUCTS TYPICAL OF *The Complete Liquid Line*

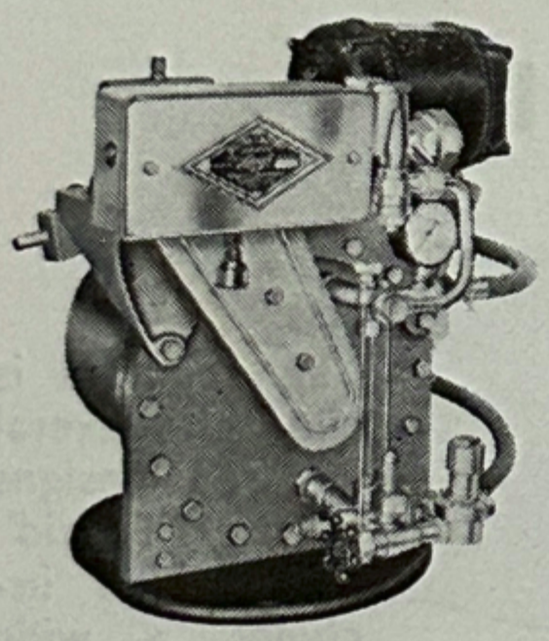
RED DIAMOND ICE CREAM CABINETS



DOUBLE ROW SIX-HOLE CABINET

This is one of the many models of "Liquid" Ice Cream Cabinets which range in size from two-hole single row to 12-hole double types. Bulk storage capacities range from 5 to 60 gallons.

LIQUID SILENT LIFETIME CARBONATORS



Savings on gas and repair bills and increased sales resulting from improved quality of fountain beverages soon pay for the Silent Lifetime. Simply operated, only care required is oil renewal once a year. Assures uninterrupted supply of highly carbonated water year-in and year-out — in short, *better carbonation at less cost.*

RED DIAMOND GAS

Insist on Red Diamond GAS for (1) the absolute purity and uniformity only "Liquid's" unparalleled laboratory and manufacturing facilities can provide; (2) the quick, efficient service only a perfectly coordinated distributing organization can insure.

SYRUPOIDS

Concentrated flavor for 800 drinks contained in each small bottle—Cherry, Gingerale, Grape, Lemon, Clear Lemon, Lime Lemon, Lime, Maple, Nectar, Orange, Peach, Pineapple, Raspberry, Root Beer, Strawberry, Vanilla.

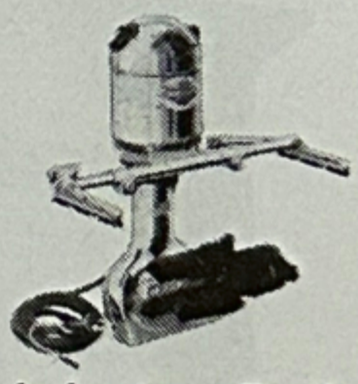
Also Complete Line of other Fountain Flavors and "Ready-to-Use" Syrups.

LIQUID CLEANSING EQUIPMENT

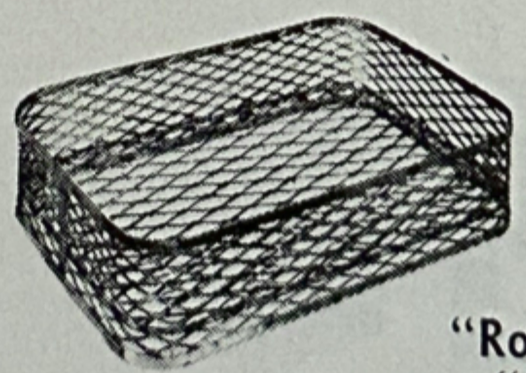
LIQUID STERIL-RAY CABINETS

Thorough sanitation of glassware is assured by ultra-violet rays. Uses no hot water or chemicals. No heat, odor, or steam. Positive automatic control guarantees 100% sterilization. Size: 32″ x 15″ x 21″.

"ROTO" GLASSWASHERS



Converts soiled glassware quickly into clean, sparkling glasses. Individual scrubbing with stiff bristle brushes removes lipstick, film, soil, germs and other impurities. Fits any drainboard basin. Easily moved where most needed. No special connections required.



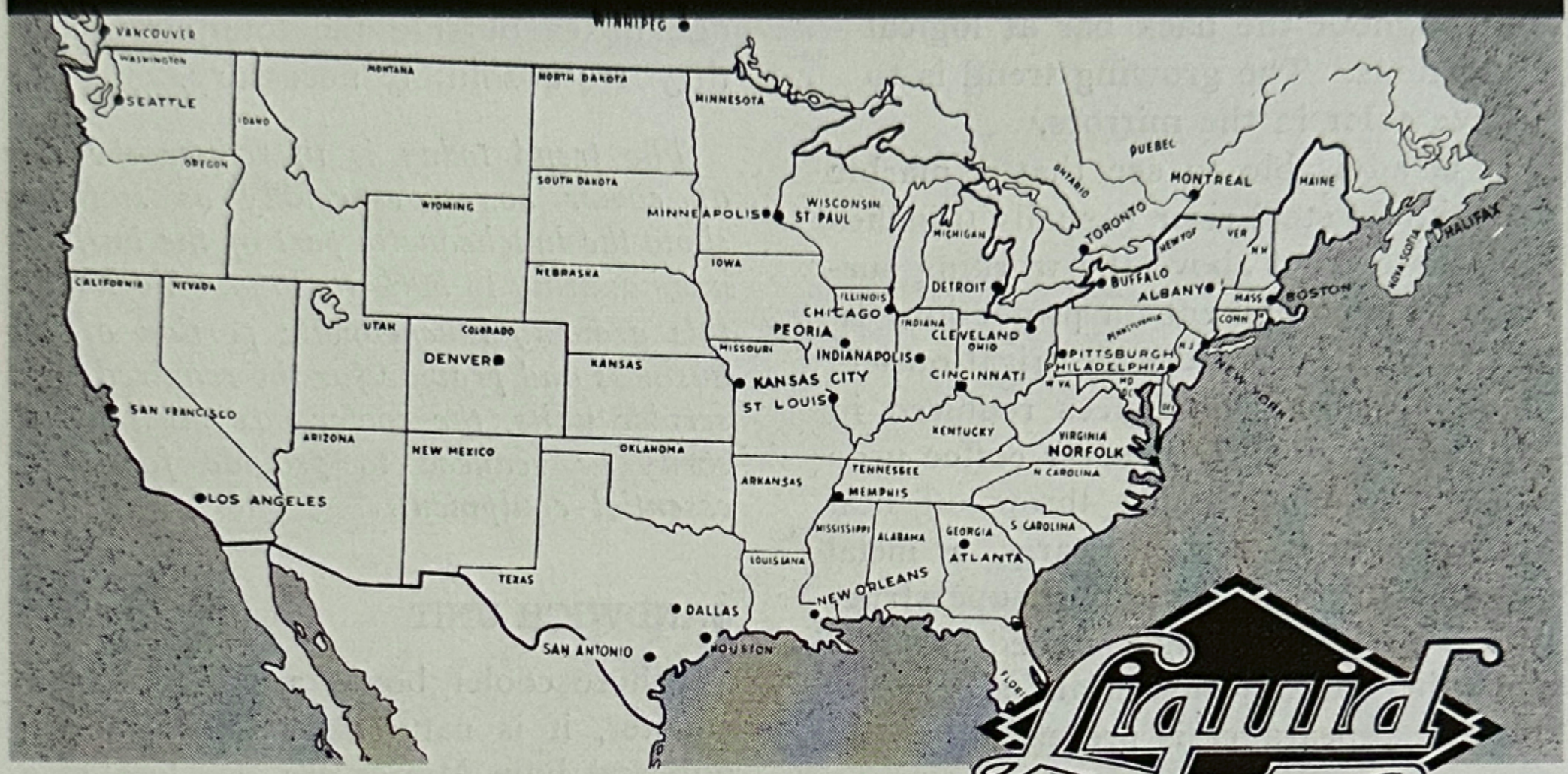
LIQUID BASKET DRAINERS

Provides best method of drying "Roto"-scrubbed glassware. "Air-Drying" eliminates towel lint and grease, lets glassware dry with luster and sparkle.

SUPERKLEEN POWDER

—especially compounded for "ROTO" Washer. Softens water, cuts grease, allows brilliant drying. 15 lb. can shown.

SUPERIOR PRODUCTS ARE ONE THING SERVICE IS ANOTHER—*Liquid Offers Both*



"The Liquid Diamond" — SIGN OF A NATIONWIDE NETWORK OF LIQUID BRANCHES AT YOUR SERVICE

The famous "Liquid Diamond" stands for much more than an unexcelled line of quality products. It also stands for convenient next door service everywhere, as operators in all parts of the nation have discovered to their profit. Service calls are handled with local efficiency, often at a valuable saving in time, through a nearby Liquid representative. We suggest you check this list of Liquid branches and make a note of the one nearest you.

Albany, New York, Ridge and Mill Sts.
Atlanta, Ga., 743 McDaniel St., S.W.
Baltimore, Maryland, 1300 Guilford Ave.
Boston, Mass., 136 Broadway (Cambridge)
Buffalo, New York, 879 Seneca St.
Chicago, Ill., 3100 South Kedzie Ave.
Cincinnati, Ohio, 636 Burns St.
Cleveland, Ohio, 1318 W. 58th St.
Dallas, Texas, 1118 Jackson St.
Denver, Colorado, 33rd & Walnut Sts.
Detroit, Mich., 4238 Twenty-fourth St.
Houston, Texas, 1116 Hemphill
Indianapolis, Ind., Standard & Division Sts.
Jacksonville, Fla., 2032 E. Adams St.
Kansas City, Mo., 1339 Liberty St.
Los Angeles, Cal., 2600 E. Twelfth St.
Memphis, Tenn., 1099 Florida St.
Milwaukee, Wis., 189 No. Jackson St.
Minneapolis, Minn., 501 Sixth St., South
New Orleans, La., 627 Felicity St.
New York, N. Y., 129 W. Nineteenth St.
Norfolk, Va., 1180 Calvert St.
Peoria, Ill., Foot of Edmund St.
Philadelphia, Pa., 2251-71 E. Tioga St.
Pittsburgh, Pa., 3101 Preble Ave., N.S.
San Francisco, Calif., 236 Steuart St.
Seattle, Wash., 5021 Colorado Ave.
St. Louis, Mo., 3117 Bernard St.
Washington, D. C., 503 K St., N.W.

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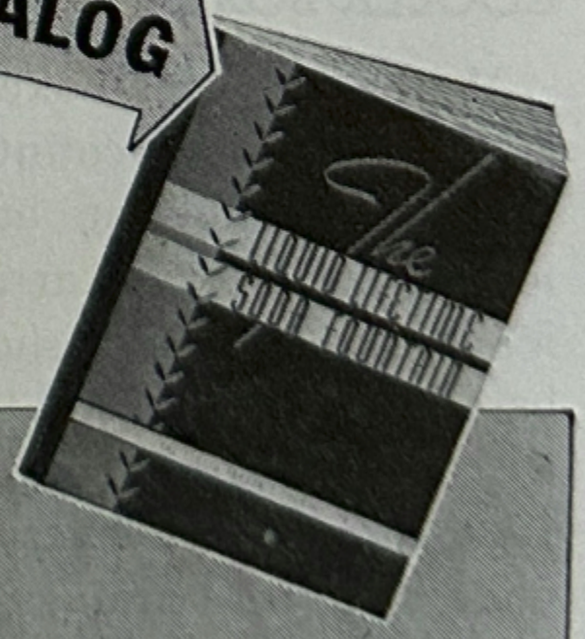
Montreal, Quebec, 2104 Cabot St. (Cote St. Paul)
Toronto, Ontario, 41 Mill St.
Vancouver, B. C., Eleventh and Yew Sts.
Winnipeg, Manitoba, Archibald St. (St. Boniface)

GET THIS COMPLETE 118-PAGE LIQUID CATALOG

Every fountain operator interested in making more money in the fountain department should have a copy. Lists Liquid Fountain Equipment of all types, explains mechanical principles behind efficient fountain operation. Gives suggested lay-outs for profitable fountains. Contains color plates of complete fountain installations. Write for free copy today.



THE LIQUID CARBONIC CORPORATION

3110 S. Kedzie Ave., Chicago, Ill.

the light thrown on the menu rack. The use of this menu rack, which is part of your fixture, eliminates the plastering of menus all over the back bar.

Mirrors should be interspersed throughout the back bar at logical positions. The growing trend is to have color in the mirrors.

It is advisable to see that a marble or stainless steel riser (usually 6 inches high) is carried above the working surface of the equipment for protection. In this riser is placed the electrical outlets for the various appliances required in fountain service. Wherever coffee urns or other equipment that throw off heat are used it is best to carry a metal backing in your back bar superstructure. Today, through etched designs and other suitable materials, a very attractive appearance is presented.

Interior Layout

Ordinarily it is advantageous to place the cooler box unit to the front of the layout, with the food or luncheon sections in the rear and drainboards in between. Many locations, however, especially where there is no table service, locate the food preparation units closer to the front and next to the creamer units, the small drainboards in between, with the major drainboards and dishwashing operations to the rear. Arrangement of equipment should be very carefully studied in plan and elevation before final decisions are made.

COOLER BOXES

Without cooler boxes a soda fountain is merely a lunch counter, so it is important that sufficient attention be given to their size and arrangement. Ample ice cream capacity should be provided, based upon the location and possible ice cream consumption, together with frequency of delivery by your supplier. Many fountains do not have much luncheon or food service, especially if they are in neighborhood locations. Here, however, ice cream consumption is usually high and, in such cases, more space should be given to the size of the creamer in order to eliminate extra storage boxes outside the fountain unless they are absolutely necessary.

The trend today is to reduce the size of cooler boxes, especially as statistics show the luncheonette part of the business is amounting to 50% to 70%. To handle this growing luncheonette portion of the business and provide for the required food service units, the cooler box must necessarily be reduced to provide for other essential equipment.

SANDWICH UNIT

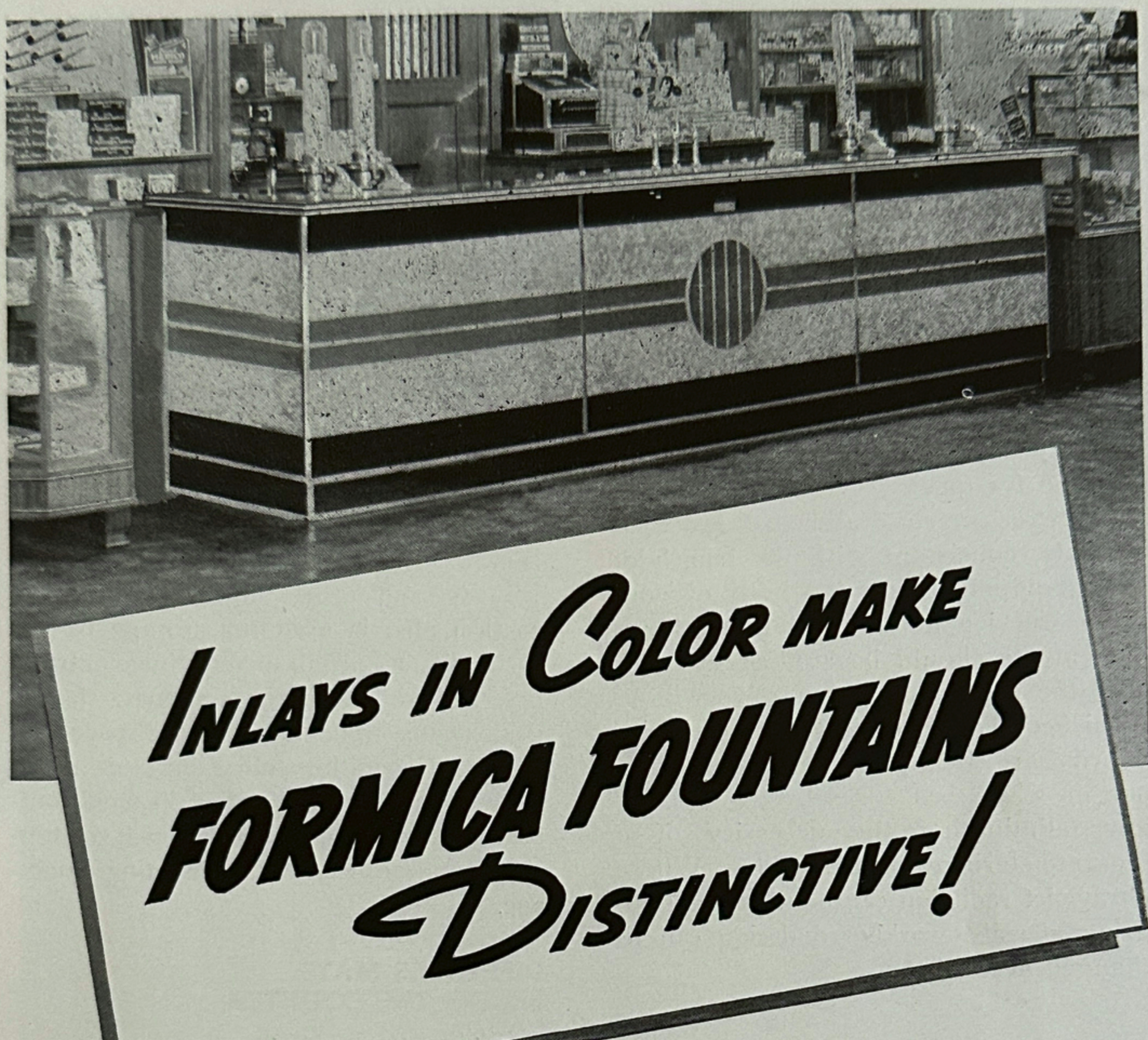
Where cooler boxes are in the front counter, it is natural that the sandwich unit and Bain Maries are also located in the front. These are fairly well standardized and come in varying length of 3, 4, 5, and even 6 feet, to handle any amount of food or sandwich service and can actually provide working space for two operators.

TOASTER STANDS

In many instances, toaster stands are built in combination with the sandwich table, but in most cases as a separate unit with provision below for bread drawers. Toasters can be placed alongside the sandwich units or directly behind in a narrower back bar unit.

STEAMTABLES

Steamtables are now standardized pretty much as are soda fountains and sandwich tables. They are obtainable at reasonable prices. Provision should be made for a large enough table to assist in building your luncheon service and especially cold weather business. Electric units are now available which maintain separate temperatures for various food items.



INLAYS IN COLOR MAKE FORMICA FOUNTAINS DISTINCTIVE!

THE widest variety of color and design combinations in inlaid Formica make it possible for every Formica fountain counter to be different from others—truly distinctive — just as every Formica fountain is truly modern.

Formica colors are stable; Formica is durable; it is not brittle and will not crack; it is warm to the touch, and it is easily cleaned — these are reasons for the overwhelming popularity which has made Formica the choice of the vast majority of fountain buyers of recent years.

All leading soda fountain manufacturers can supply units with Formica counters. The picture shows an installation on the campus of North Carolina State College at Raleigh installed by Robert M. Green & Sons, Philadelphia.

THE FORMICA INSULATION CO., 4672 SPRING GROVE AVE., CINCINNATI, O.

FORMICA

FOR FURNITURE AND FIXTURES

Sometimes steamtables are placed in the front counter, but this is really objectionable, since the vapors and odors rise directly to the customers. The best location is in the rear and usually behind the sandwich table where the operators will find them convenient.

DRAINBOARDS WITH STERILIZING SINKS

The drain sections, or workboards, are very important with regard to their location for quick service. It is well to provide as much drainboard space as possible, consistent with the length of your equipment and the need of your major service units. Local health requirements should be studied in order that the proper sinks or basins will be furnished. Today, the majority of drainboards are incorporating three sinks, one of which has a sterilizer heater below, eliminating the necessity of a separate sterilizer or dishwasher. Where ultraviolet radiation can be used for sanitizing utensils, workboard design can be changed accordingly.

GLASSWASHERS, DISHWASHERS

The majority of large operators and successful small operators are incorporating glasswashing and dishwashing machines in their fountains to mechanically clean and sanitize glassware and dishes in the fastest possible manner and turn them out sparkling and clean for their customers. Many varieties of these machines are on the market.

REFRIGERATOR STORAGE SPACE

Wherever possible, it is advisable to provide in the back bar a standardized unit, either 4, 6, or 8 feet long, fully refrigerated for the storage and convenient handling of all of the many varieties of bottled goods and food items to be chilled, which the fountain is not capable of storing.

DRY CABINET SECTION

Usually, a section is provided with hinged or sliding doors for storage of supplies in back bar that are intended to be concealed from view of customers and these sections are standardized by manufacturers today.

PLAIN SHELVING SECTIONS

The plain shelving section takes up quite a little space in back bars and of necessity must be built to support a coffee urn or the individual coffee making units. The open shelving below serves as a storage for cups, saucers, glasses, and other supplies. This top section also is used for storage of the cash registers, drink mixers, juice extractors, malted machines, broilators, electric grills, waffle irons, etc. Where space permits, and operating policy indicates, glasses and cups can be handled in wire compartment trays, contributing much to shipshape appearance, and eliminating breakage.

DISPENSER MATS BEHIND THE COUNTER

It is well to provide mats which are made of composition rubber or wood to give a resilient working surface and eliminate any moisture on the feet of the dispenser.

DISPLAY CASES

On the front counter, especially of the 42-inch high type, display cases give double service when placed over all drainboards or other working units. They conceal any of the unsightly operations from customers in front, and they also help merchandise pastries, pies, cakes, fruits, through their appetizing appeal. Just as many as possible should be used along the counter. On low counters they are also used to advantage and here again to conceal dishwashing where workboards are below the counter.

HERE'S *Beauty* TO ATTRACT 'EM AND *Efficiency* TO HOLD 'EM

"It's a Beauty," all operators say, "It certainly attracts the customers!" And the best part is the modern refrigeration which makes possible the serving of icy-cold drinks with rapid-fire speed — hour after hour — the last just as refreshing as the first, 40° or less every time.

FRIGID-FLOW SELLS ON SIGHT

Every Brunswick *T. A. Fountain has the famous Frigid-Flow over-the-counter Cooler. This frosty, silvery dome with its fresh, cool, dew-like beads on its icy surface sells drinks — even to those who had not thought of stopping at the fountain. You'll increase your fountain profits with a new Brunswick *T. A. Fountain.

OTHER BRUNSWICK EQUIPMENT

Steam Tables — salad tables — water service stations — counters — back bars — in fact, everything needed to completely equip soda fountain departments, and backed by 95 years engineering and manufacturing experience.

FREE PLANNING SERVICE

Complimentary planning service available to all operators interested in building or remodeling. Consult any one of our branches in all principal cities, or write directly to —

THE BRUNSWICK-BALKE-COLLENDER COMPANY
623 South Wabash Avenue — Chicago, Illinois

ONLY IN A *Brunswick* DO YOU GET ALL THESE BUSINESS-BUILDING FEATURES

1. THIRST APPEAL is created by the famous FRIGID-FLOW, the Instantaneous Over-The-Counter Cooler.
2. COLD WATER — CONSTANTLY, 275 glasses of carbonated water and 320 of plain water, hour after hour — at 40° or less!
3. BETTER CARBONATION. Water always cold enough to HOLD gas and deliver live, sparkling drinks.

And, of course, refrigeration is Dry Direct Expansion. This means uniform temperature throughout fountain with minimum cost for operation and maintenance.

*Write for free book, "How a Brunswick *T. A. Fountain Builds Business."*

STOOLS

Since a customer's first view of your soda fountain is the seats and stools, they should be correctly designed, colorful and comfortable. Your customers demand comfort. Today, automobiles, streamlined trains, buses, airplanes, movies, all feature stylish, restful, and convenient seating. Good seating can serve as a magnet, increasing your fountain profits.

ANY STYLE AVAILABLE

With smart chrome frames formed in every conceivable shape and pattern, any style or effect may be acquired. In addition to securing a stylish appearing seat in keeping with your pocketbook, it is especially important to select carefully a comfortable seat. Try it yourself, together with friends and secure their reaction to get the most restful style.

There has been an erroneous impression that greater turnover is available in using stools without backs. The present design of seats with backs, however, will enable equally as many stools to be placed at counters. Any faster possible turnover is offset by the comfort of seats with backs.

There is no excuse for improper height stools. Always remember the guiding rule is 12 inches from the counter top to the seat top for correct comfort. For instance, a 42-inch regulation height soda fountain calls for a 30-inch overall height seat and stool.

STREAMLINING GAINING

Streamlining of pedestals, or stool bases, is gaining in popularity. Smart designs in glistening all-chrome, or in combination with enamels for two-tone effect, are now offered. New developments in automatic seat returns bring the seat quietly and mechanically to position, maintaining proper alignment. They require no troublesome adjustment as in the old-time springs. The tripods holding seats on bases have been redesigned and built with heavy ball-bearing supports, eliminating wear and wobbliness and making the seats very easy to turn.

For the fountains desiring removable type stools, removed in rush periods, there are beautiful bar type stools on four chrome legs, spring cushions, revolving seats, with or without backs.

Booths

For additional seating, soda booths in the modern chrome or wood treatment are gaining tremendous popularity. They are inexpensive, and provide snug comfort and cozy atmosphere. Curved and straight wall type standard designs enable the soda fountain to be as handsomely outfitted as the finest cocktail lounge. Booths are built with low, medium, and high backs. Plainly padded or air cushioned springs with moulded headrests are part of the choice. There are legs formed with cross runners for easy sliding or straight upright legs for easy cleaning and permanent fastening.

YOUNGSTERS PREFER BOOTHS

Booth table frames are finished in chrome or wood, designed for easy accessibility and built to support spacious table tops. Booths have proved they are business builders. Young people everywhere make a bee-line to the privacy of attractive and comfortable soda booths.

While these booths are most commonly used against wall partitions, many operators place them out in the open since customers prefer them to an ordinary table. Nevertheless, to obtain maximum seating capacity, tables and chairs will always be used.

BUILD YOUR FOUNTAIN BUSINESS AROUND BASTIAN BLESSING

for

greater profits

Bastian-Blessing food and drink dispensing equipment, especially soda fountains, is created and manufactured with one great fundamental behind it—TO MAKE MORE PROFITS FOR YOU. Bastian-Blessing has never failed to meet this basic idea. Thousands of successful installations bear this out. For beauty, for low life-time cost, for convenience, for dependability, for money-saving, profit-making equipment, Bastian-Blessing has always stood supreme.

BASTIAN-BLESSING SUPER-MODERN FOUNTAINS with

Distributed Refrigeration
No Brine or Water Baths
Flash Water and Soda Cooler
Streamlined Workboards
Sparkling Stainless Beauty
Skilled & Precise Workmanship
Modern Pumps and Draft Arms
All-Steel Construction

Approved by Underwriters' Laboratories

Each of these Bastian-Blessing units is modern to the minute!

- SODA FOUNTAINS
- SALAD UNIT
- COUNTERS
- BOBTAILS
- STEAMTABLES
- CARBONATORS
- ICE CREAM CABINETS
- SUPERSTRUCTURES
- ACCESSORIES

Write for complete literature
No obligation

The BASTIAN-BLESSING Company

263 E. Ontario Street, Chicago, Illinois

Modern seating equipment is now brought within the reach of the smallest operator and an entire store's appearance can be greatly changed and modernized through its application.

In all cases, increased patronage has been most noticeable and well warrants the change-over, if space allows.

TABLES AND CHAIRS

In addition to booths, it is advisable to supplement your fountain service with as many tables and chairs as it is possible to use in the center of the store or elsewhere, in order to increase the seating capacity. These should be strictly modern, with substantial base, of heavy casting. If the table is to be moved easily, four chrome legs can be used. Chairs should be comfortable, preferably with air cushioned seats, form-fitting backs, and in attractive colors.

CONCRETE CURB NEEDED

In every case, wherever possible, regardless of the location of equipment, a concrete curb should be built from 2 to 4 inches high, depending on the units and the food depth of the units. An effective seal is thereby provided against the accumulation of refuse, debris, etc., under the equipment which cannot be easily removed. Allow about 3 inch toe room at front edge of all units. After plumbing is completed, have all floor openings sealed carefully.

COST OF EQUIPMENT

No fixed cost per foot can be set down as a guide to cost of an installation. *It can be said without debate that no compromise should be used in saving dubious sums in the purchase of operating equipment.* Purchase equipment for the purpose you will use it for, and do not compromise on quality.

Consider the equipment cost as an *investment.* Capable sales engineers can set up your total cost and analyze with you the relationship of the income from your department to the investment you should make. United States Government research in the industry conclusively proves that the average department amortizes itself in three years, under sound management.

Set up your financial structure before you purchase operating equipment, study it thoroughly, and you will see the folly of any compromise with quality. Buy equipment made for a purpose, not for a price.

Types of Fountains

The question of equipment for a fountain depends largely upon the type of fountain. Soda fountains are divided mainly into six types. They are:

Here is a highly serviceable arrangement of attractive tables and booths in a modern soda luncheonette. Booths provide a snug and cozy atmosphere for your patrons and are available in numerous combinations of designs and materials. They have proved to be real business builders. To obtain maximum seating capacity tables and chairs will always be used. The operator should choose comfortable chairs in attractive colors.

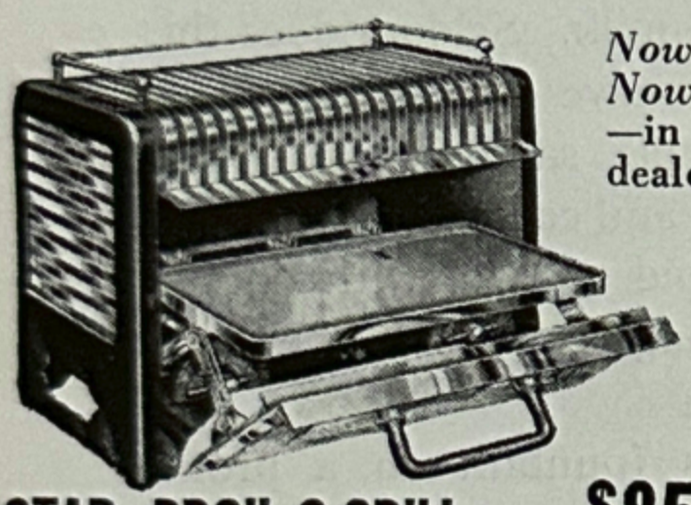
STEP UP YOUR BUSINESS —AND YOUR PROFITS...

With These STAR Lunch Units

IN THE struggle for profits today you need Lunch Units that give you large cooking volume thru speed and efficiency—and at lower operating costs. You need Lunch Units that increase your variety—to give you more opportunities to profit . . . Units that are attractive and that help sell the food they prepare.

YOU get all these business-building features in these STAR Units. They are exceptionally speedy . . . they prepare foods easier and faster. With them your investment is smaller—your operating costs lower—yet your turnover is greater and your meal checks are higher, too!

Now is the time to install this modern equipment. *Now* is the time to put it to work. *It will pay you* —in a big way—to order *now* from your equipment dealer.



STAR BROIL-O-GRILL $85.00

Better than a Broiler—Better than a Grill

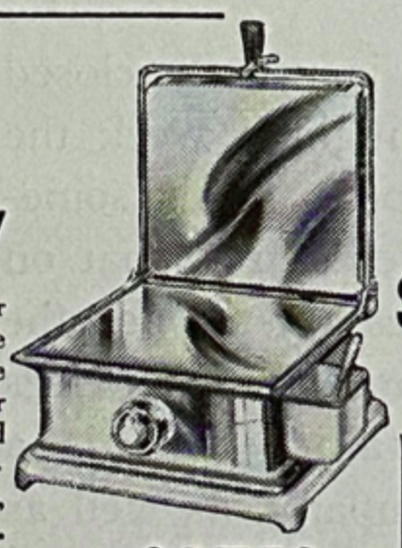
A combination Broiler and Grill that gives foods that rich broiled flavor. Cooks on both sides at once. Cuts cooking time in half and doubles your capacity. 22½" long, 14" wide, 17" high.

STAR LUNCHMASTER $137.00

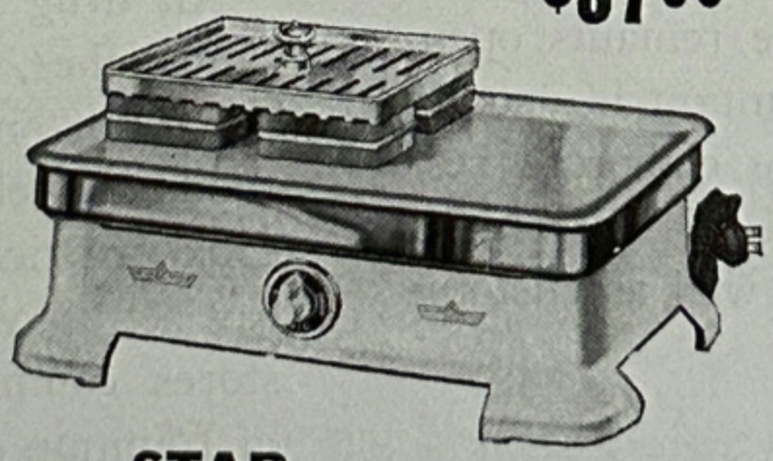
A griddle, hot plate, steam table and automatic oven, combined in one, efficient, compact unit. Saves space and operating costs. A complete light lunch kitchen, 34" long, 22¼" wide, 22½" high. Gas or Electric Models.

STAR QUIK ★ SERV

A heavy-duty Toaster and Grill. One of the fastest heating on the market. Splendid for short order work and toasted sandwiches. Electric only, 12½" long, 11½" wide, 7" high.



$37.50



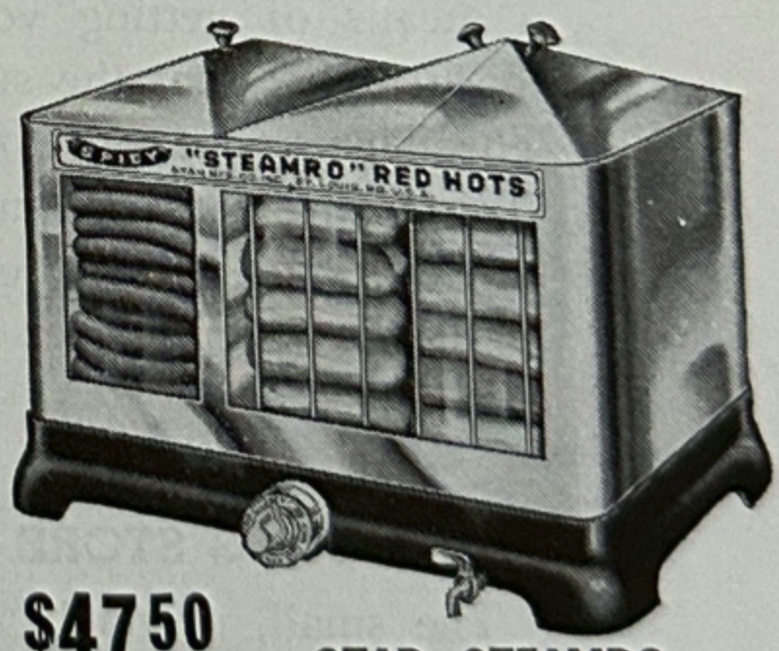
STAR THERMO-SEAL GRIDDLE

Highly efficient and exceptionally speedy. The exclusive Thermo-Seal principle prevents waste heat and supplies all heat directly to the cooking surface. Electric, 17½" long, 13" wide, 6¼" high.

$24.75

$87.50 STAR SANDWICH KING

An ideal sandwich and lunch unit with 2 griddles, a steaming compartment and warming section. Speedy, efficient and economical. Modern and attractive. 34" long, 19" wide, 14" high. Gas or Electric Models.



$47.50 STAR STEAMRO

Combined frankfurter steamer and bun warmer. Large capacity. New and improved humidity and heat control. Monel metal body, porcelain enamel base. Holds 60 buns, 100 franks. 17" wide, 21½" long, 14¾" high. Gas or Electric Models.

★ Order from your Equipment Dealer or mail this Coupon for full information on these and other quality-built, efficient STAR Products ★

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Without obligation, please send me your catalog showing me how to boost profits and speed service.

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Privately owned drug store fountains.
Chain drug store fountains.
Syndicate store fountains.
Department store fountains.
Quick service sidewalk fountains.
Hotel fountains.

All of these types of fountains have increased during the past few years. For instance, many of the small, privately owned department stores in the South and Midwest have installed fountain luncheonettes. These, of course, operate chiefly during the noon hour. In many instances they cater largely to the store employees who now eat at the fountain instead of walking home to luncheon or bringing their lunches to the store.

SERVES EMPLOYEES

The department store is usually closed at night. Perhaps one night a week the fountain may remain open. This sometimes means, in the larger stores, that on these nights it is not necessary to open the employees' cafeteria, because the employees can patronize the fountain. This is a money saver for the company, as well as a means of getting volume business on those nights that the store remains open. The department store fountain is usually a supplement to the more elaborate restaurant, and, in many cases, is patronized regularly by employees as well as customers.

SMALL DRUG STORE

The small, privately owned drug store in small towns is more or less a social center. Therefore, booths would be an important part of the equipment; and, chances are that it would not be necessary to have equipment designed to handle a huge volume of business at certain rush periods. Similarly, many neighborhood fountains in large cities have become social centers for the neighborhood. In both cases, booths are important primarily because they are popular with the young people—especially where the drug store is located near a movie house. The proper type of equipment will help an enterprising operator to get the major share of the after-theater business.

SIDEWALK FOUNTAINS

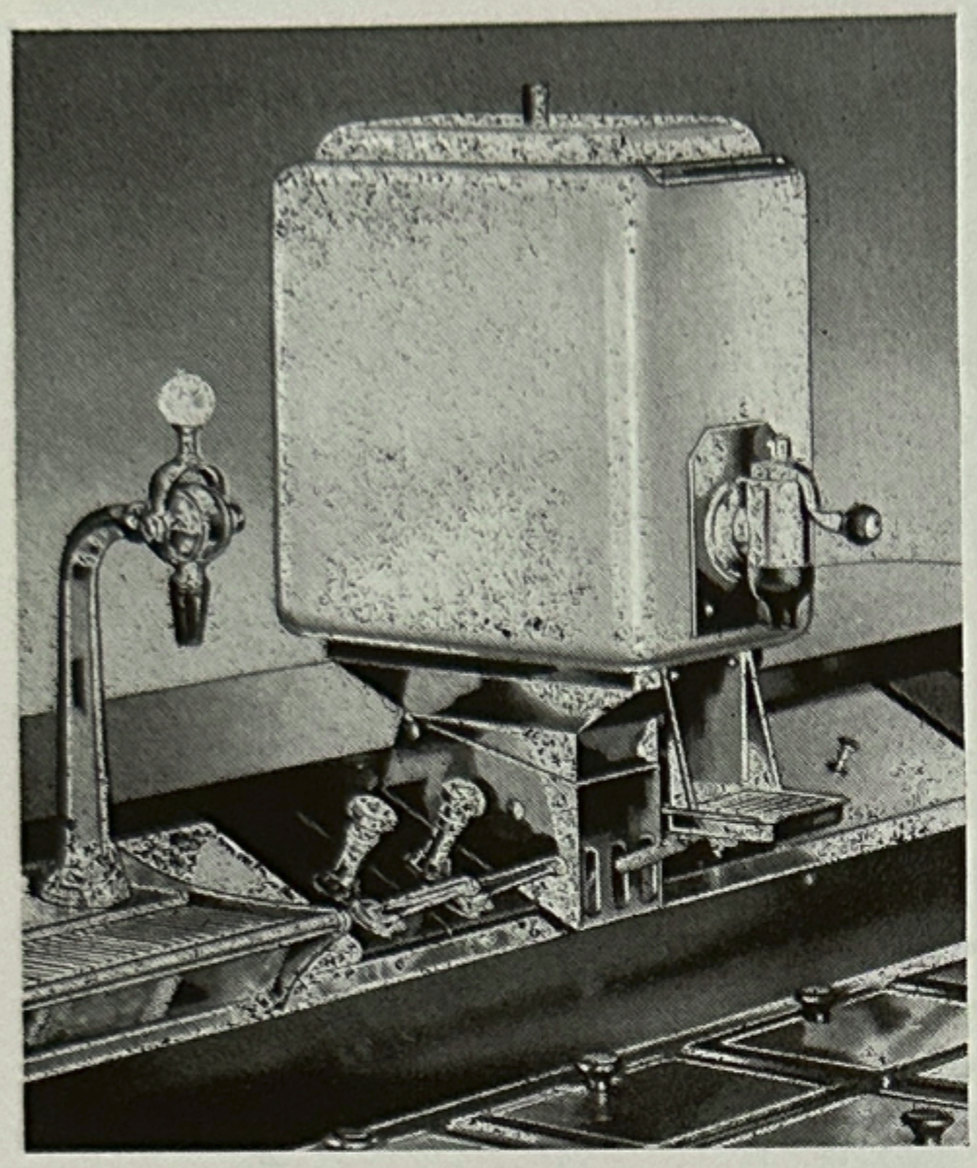
Sidewalk fountains usually operate from early morning until late at night. Frequently, unless they are located in a business district, they remain open seven days a week. Where such fountains operate on a 24-hour, seven day a week schedule, they must serve items of the quick service type—hamburgers, hot dogs, fruit juice drinks, and malted milk. Seldom does this kind of fountain serve ice cream sodas or sundaes. Simple sandwiches, pound cake—ready sliced and cellophane wrapped—and perhaps a pie or two, with doughnuts in the morning, constitute the daily bill of fare.

To operate this fountain on a profitable basis, the equipment would have to be suited to this particular type of business. Perhaps movable stools would be better used than the stationary type, because they might be moved about during rush hours.

All drug store fountains do not serve sandwiches, though the great majority serve not only the cold sandwich but hot foods as well. With the new grills which cook practically a full meal, and the back bar set-up with a steamtable, many drug stores compete favorably with any type of fountain operation; the right equipment enables them to do this.

Syndicate store fountains range from the very small to the most elaborate of fountain operations. Here, too, equipment must be carefully considered if the unit is to be operated efficiently.

Hotel fountains are usually a part of the tea room or coffee shop, and while the hot meals may not be as elaborate as those served in the tea room, the menus are generally more varied than menus of other types of fountain operation.



Serve MORE DRINKS- Satisfy MORE CUSTOMERS- Make More MONEY - WITH THE MULTIPLEX Finished Drink Dispenser

This amazing Dispenser serves a perfectly chilled, perfectly mixed, perfectly carbonated drink of Root Beer, Dr. Pepper, Coca Cola, Ginger Ale, or other carbonated beverage at the mere turn of the faucet—without waste of time or syrup! The drinks are uniformly excellent, since the syrup is automatically, accurately controlled.

The MULTIPLEX Dispenser requires no counter space. It gives you more drinks to the gallon of syrup. It adds eye-appeal and silent salesmanship to your store. In short, the MULTIPLEX is a real money-maker for you.

OTHER MULTIPLEX DISPENSERS

In addition, we also make a counter type base for the Dispenser illustrated above, and build a draft or "iceless" type dispenser for dealers who prefer not to ice their Dispensers. Another MULTIPLEX Dispenser is larger in size, built of metal, for use in establishments which do not have a soda fountain or pre-cooled water supply. Last but not least, the famous MULTIPLEX Root Beer Barrels are available in three sizes to fit all requirements.

Remember MULTIPLEX, the original mixing faucet, model of simplicity and durability for 33 years. Write today for full details and prices.

MULTIPLEX FAUCET COMPANY
4325 DUNCAN AVE. ST. LOUIS, MO.

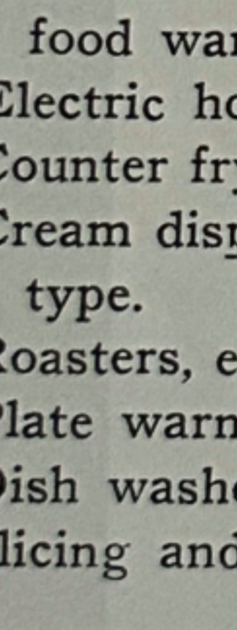
Accessories

It wasn't so long ago that the complete accessory equipment of the fountain was the fudge warmer, drink mixer, and the orange juice extractor. With the development and public acceptance of the modern soda luncheonette the following is typical of the equipment available:—

Electric and gas fudge warmers.
Drink mixers of various designs.
Juice extractors, rotary and pressure types.
Grills and griddles, electric and gas.
Egg boilers, electric and gas.
Broilers, electric and gas, horizontal and vertical.
Electric waffle irons.
Toasters of various designs, electric and gas.
Coffee urns, various types, gas and electric.
Coffee brewers, automatic types, gas and electric.
Coffee brewers, infusion types.
Bun toasters.
Roll warmers (or combination roll and food warmers).
Electric hot cups.
Counter fryers.
Cream dispensers, thermo type and urn type.
Roasters, electric and gas.
Plate warmers.
Dish washers.
Slicing and chopping machines.
Hot food wells.
Glass washers.
Signs.
Sterilizers—hot water, steam, Chlorine, Sterilamp.
Whipped cream dispensers.
Napkin Holders.
Cash Registers.
Ice Shavers.

This list does not by any means include *all* available accessories. Manufacturers offer many additional accessories that are valuable, if not necessary, to the operation of a soda fountain. In reading the list, you must bear in mind that these accessories have been developed and placed on the market by progressive manufacturers for *your* benefit. Huge sums of money have been spent in the planning and development of these devices. The use of them will result in higher efficiency in the operation of your fountain.

Every customer sits in front of your equipment from five to fifteen minutes and his vision takes in an area six to nine feet in length. Plan the arrangement of all your equipment accordingly, and keep a constant check on its appearance. Your customers' impression of cleanliness and orderly operation should invite him to come back again.



EDLUND CAN OPENERS

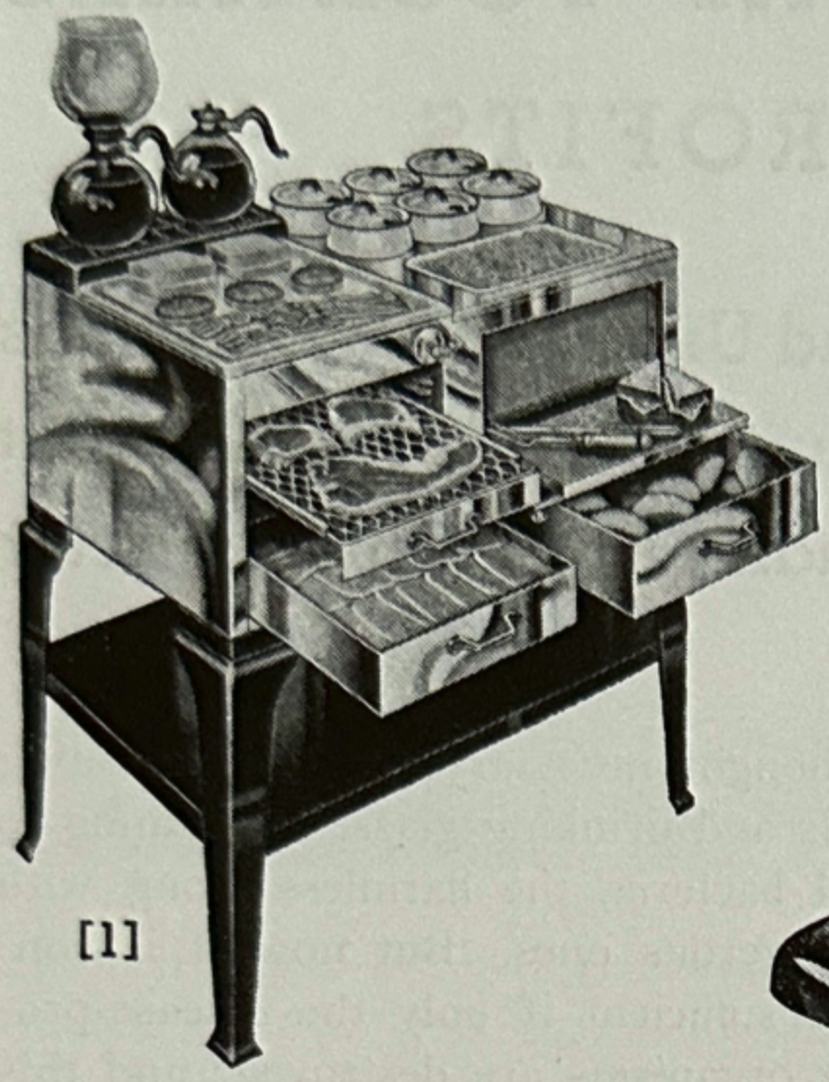
Insure Quicker And Better Fountain Service

During the rush hour it's time that counts, and by saving time, you also save money. Nearly 100% of the nation's leading hotels and restaurants save time and money with the famous Edlund Can Openers; and Fountain Operators can profit in the same way. A variety of sizes which open all cans quickly and easily are available. They leave a smooth, safe edge and are made in table and wall attached styles.

From Your Supply House or Write Direct for Details

EDLUND COMPANY — BURLINGTON, VERMONT

PICTORIAL REVIEW OF SOME FOUNTAIN ACCESSORIES



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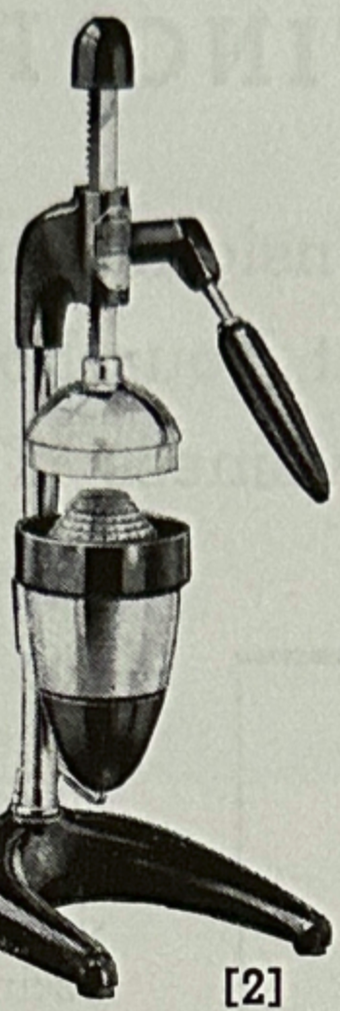

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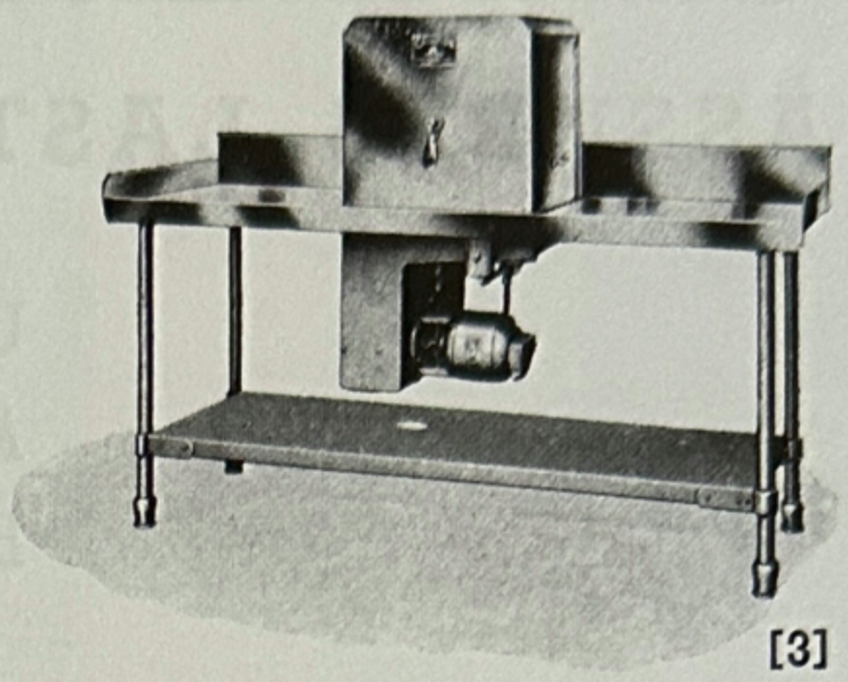

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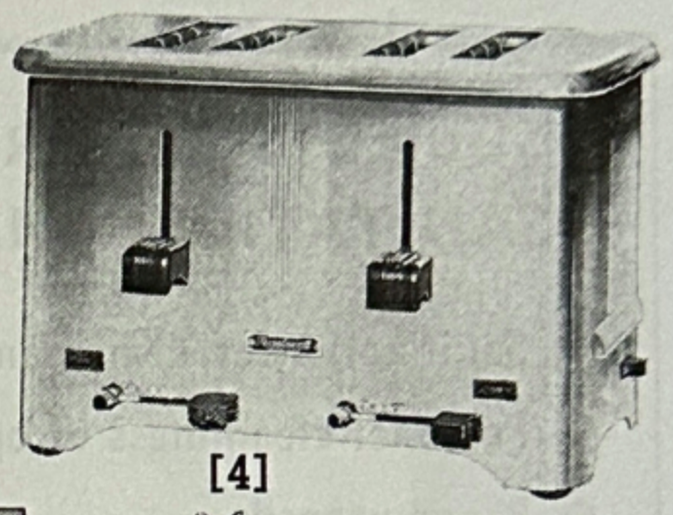

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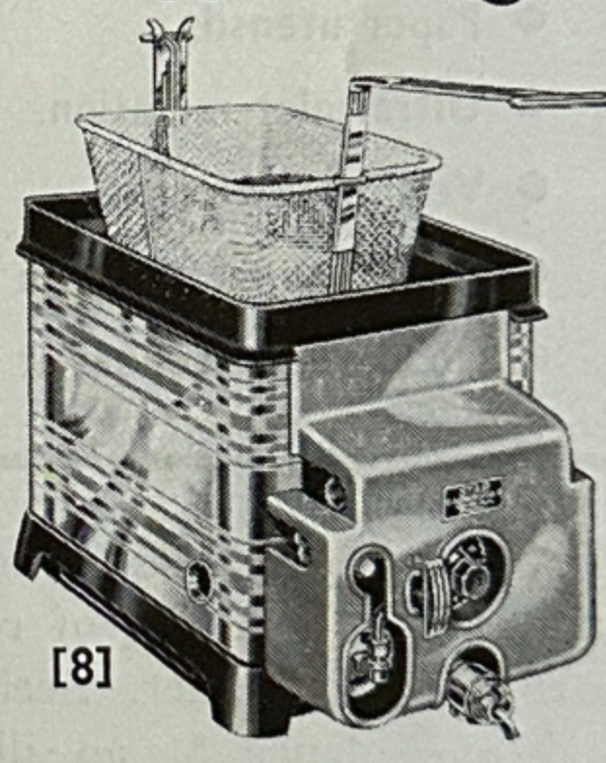

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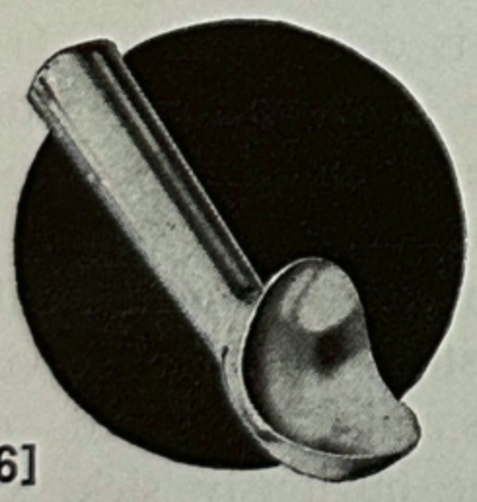

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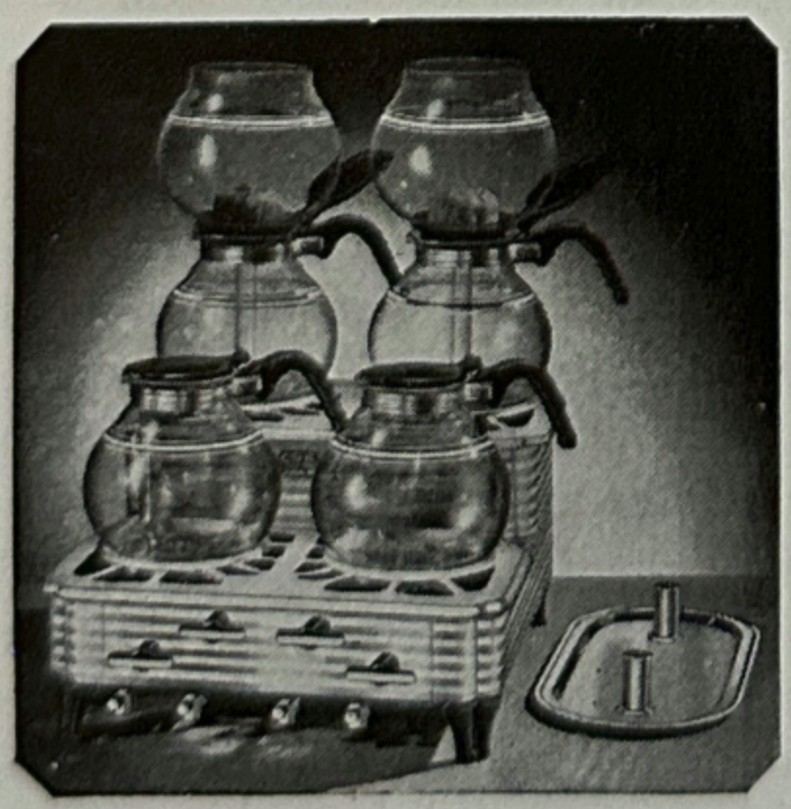

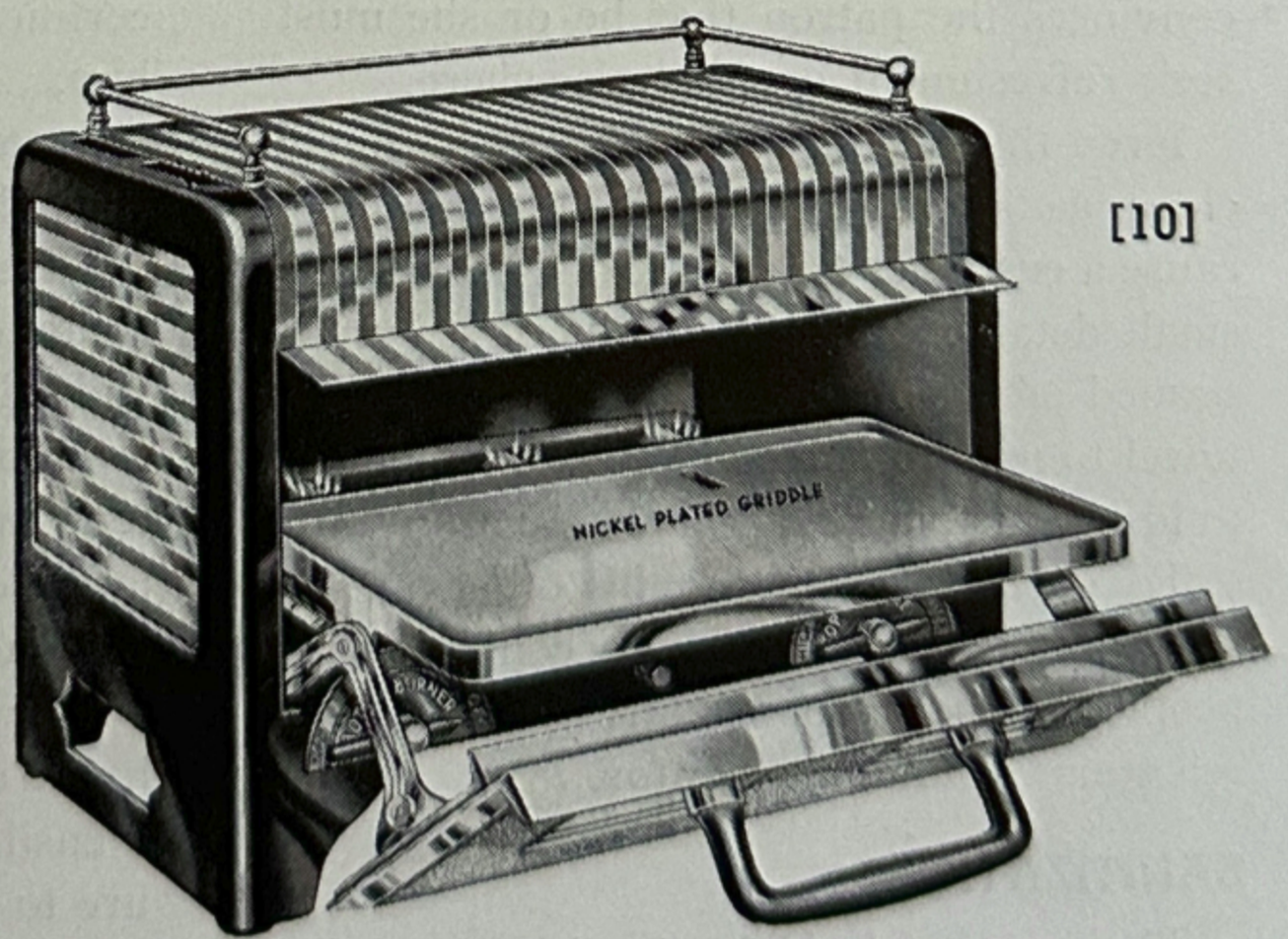

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(1) Combination lunch unit. (2) Improved juice extractor. (3) Automatic dishwasher. (4) Four-slice automatic toaster. (5) Roll and bun warmer. (6) Self-defrosting ice cream dipper. (7) Revolving stand for holding condiments. (8) Counter fryer with automatic thermostat control. (9) Four-burner coffee brewer. (10) Broiler.

CLEANLINESS AT FOUNTAINS ASSURES LASTING PROFITS

Unsightly and Unsanitary Conditions At Your Fountain Kill More Repeat Business Than Any Other Factor

SUBJECTS COVERED IN SANITATION CHAPTER

- Sanitization of dishes and glasses.
- Personal cleanliness of operator.
- Paper utensils.
- Ultraviolet radiation.
- Vermin control.
- Health suggestions on equipment.
- Good housekeeping at fountain.

A messy, careless appearing soda fountain arouses a feeling of revulsion on the part of the customer. Seeing is believing, and one glance at an ill-kept fountain convinces the patron that he or she must seek refreshment or food elsewhere.

Even though the fountain may be fairly clean as a whole, one small detail may cause a customer to become disgusted. This small detail may be the sight of a syrup-stained jacket or an employee using a dish towel to mop his brow. Yet this is enough to lose a customer.

To destroy germs, or by other means prevent their coming into contact with people is the responsibility of the conscientious fountain operator.

SANITIZATION

The word for it is "sanitize"—which means to make sanitary. At one time it was thought necessary to sterilize eating utensils and drinking glasses—meaning to kill all bacteria, the harmless along with the dangerous ones. But now it is considered sufficient if only the disease-producing organisms are destroyed; and this is done by sanitization.

Sanitization takes more time and more attention to small details. But cleanliness has its rewards. The public is attracted to eating places that pay particular attention to sanitization. It pays tremendous dividends.

From the standpoint of public health, the most important aspect of any eating and drinking place is dish washing. If it is done badly there is grave danger that someone will be needlessly exposed to a crippling or fatal disease.

No soda fountain can demand a health certificate of a customer before serving him. All customers must be served—the apparently well, the obviously sick, and the unknown disease carrier.

Disease frequently may be spread by contaminated utensils, particularly glasses. Indeed, there is some evidence to indicate that silverware may resist bacteria and that knives, forks, and spoons therefore may be less a public health problem than drinking glasses and cups.

The purpose of dish washing is to kill harmful germs, and to make a glass or utensil clean to the sight and touch. Failure to kill germs is the most prevalent defect in the process of dish washing. This is where real sanitization shows itself. The

A messy condition like this one back of your counter is unsanitary and repugnant to customers. It advertises the fact that this particular fountain operator is either careless or obviously unclean in his habits. This drives trade to other fountains.

problem is not so much the removal of visible soilage—important though this may be—but the removal of bacterial impurities

Full directions on the subject of washing dishes and glasses are presented further along in this section on sanitation. Read these directions carefully.

PERSONAL CLEANLINESS

The fountain operator himself is the main element in the problem of maintaining cleanliness at the soda fountain. Upon him rests a serious responsibility. If a food handler is healthy, the danger of his infecting another person, except through careless dishwashing, is not very great. However, a food handler may consider himself healthy, and to all appearances seem so, yet be a carrier of disease. The hidden danger is the worst menace of all.

The classic example of the healthy carrier, and the damage he or she can do is best remembered by the life of Typhoid Mary. For years, until discovered and interned, she infected hundreds of persons, many of whom died, while remaining herself immune to typhoid fever until she died of old age.

Typhoid, like several other dangerous diseases, is spread by fecal discharges. Common sense suggests it as the better part of decency after visiting the toilet to wash the hands in soap and hot water, afterward drying on individual paper towels. There are many rules for personal cleanliness on the part of the soda fountain operator. These are outlined further on in this section.

SERVICE UTENSILS

The use of single-service paper utensils at the fountain has certain advantages not entirely available in other types of service. It is sanitary and economical; noiseless and speedy. It cuts labor costs and eliminates the threat of injury claims. It provides an accurate and convenient check on the revenue and a means of temperature control. With paper service, it is possible to maintain the high standard of quality and sanitation of milk and milk products.

On the other hand, fountain operators cannot afford to overlook the fact that many customers prefer glass service. Certain customers firmly believe that a drink "tastes better" in a thin blown glass. In such cases it is best to cater to the whim of the customer and give her what she wants. Manufacturers have developed complete lines of thin blown glassware for commercial use. Modern accessories have made possible speedy and efficient washing and sanitizing of glasses.

The operator would do well to examine carefully the merits of both paper and glass service.

Because the public demands cleanliness, the fountain whose metalwork is kept in a condition of high polish and whose counter is slick and shiny is the fountain likely to get most of the business. The successful fountain operator must keep his equipment in topnotch shape; and he must adhere to the recommendations of the health authorities as to his equipment.

Vermin control is also an important sanitation problem for the soda fountain operator. This is discussed in detail further along in this section.

BEWARE OF LYE OR OTHER CAUSTICS

The use of lye or caustic soda for sanitization has been attempted at various times but always abandoned because of the dangers involved. Wire baskets and other equipment are sometimes provided as protection for the operator who uses these chemicals. Health authorities, however, warn against glass sanitization which requires the use of lye or caustic soda.

Sanitizing Dishes, Glasses, Silverware

From the standpoint of public health, it is the duty of every soda fountain operator to see that his dishes, glasses, and silverware are thoroughly washed and sanitized. As to the customer, it is needless for us to stress his reaction to a soiled utensil. Careless dishwashing is one of the easiest ways of losing patrons.

Generally speaking, the methods of dish washing most frequently used at soda fountains are those of (1) hot water or (2) live steam or (3) chemical bactericide —or chlorine or (4) the mechanical dishwasher. (5) Under last heading comes the sanitization of glasses by use of ultraviolet radiation.

HOT WATER

Hot water is particularly well-suited to silverware rather than glasses, however water of sufficient temperature to sanitize will not cause breakage. Because of its limitations, it is not possible or desirable to recommend hot water unqualifiedly for sanitization purposes.

WATER-HEATING UNIT

Hot water, in order to sanitize, must be really hot; and this means the use of a water-heating unit capable of producing high-temperature water at all times—during "rush" periods as well as "lulls". The machine must produce plenty of water. Many units on the market are not constructed to do this, being intended primarily for the limited demands of household use, and are adjusted to heat water to a temperature of only 140°F.

Other water-heating units may be regulated to a temperature as high as 160°F., but even this falls short of a sanitizing temperature. The sanitizing temperature ordinarily required by law for hot water is 170°F. for two or three minutes, or 212°F. for one minute. Any temperature high enough to sanitize is too hot for the bare hand.

Writing on the question of sanitization, Jack G. Baker, chief of the Bureau of Foods and Drugs, San Diego (Cal.) Department of Public Health, and co-author of "Sanitization of the Drinking Glass," says of hot water heating units:

"The distance of the heating unit from

the point of delivery, the insulation of the line, the condition of the heater, and other factors must be taken into consideration wherever methods are adopted requiring the application of heat or hot water.

HEAT DROPS

"Water which is heated to 140°F. at the heater will decrease in temperature, depending on these factors, so that when it reaches the dish washing sink it may have dropped to only 130°F. or less.

"These as well as other considerations are involved wherever the drink dispenser is dependent upon the central hot water supply of a large office building. In such cases, and in public buildings, generally, the temperature of the hot water is adjusted for use in wash rooms and is not sufficiently high for proper dish washing. In such cases booster units are called for.

"Hot water facilities that will deliver high-temperature water must be supplemented by other equipment to allow for the holding of glasses at the proper temperature for sufficient time to accomplish sanitization.

"The practice of rinsing or scalding glasses in water at 170°F. or over is not a sufficient or thoroughly effective method. Two minutes at 170°F. have been found to be the minimum holding period required. Water delivered to the sink at 170°F., to which cold glasses and the ice from these glasses is being added, will be rapidly reduced in temperature with consequent questionable results in germ destruction.

LIVE STEAM

For its effect upon bacteria, live steam is an excellent destructive agent. From the standpoint of use, however, live steam as a practical method of sanitization at the soda fountain has limitations.

CHLORINE

Chlorine has the power, if used in sufficient quantities in combination with rinse water, to destroy disease-producing organisms. It has the advantage of being relatively cheap, and is obtainable almost everywhere.

Chlorine may be used in combination with either a 2-sink or 3-sink system of sanitization, depending upon local ordinances or the wishes of the individual operator.

If the 2-sink plan is adopted, one sink, or compartment, would be used for washing and the other for rinsing. Frequent changing of both the soap-and-water and the chlorine solution is required with this method, however, since the soap-and-water solution will become polluted by glasses not previously rinsed, and the soap carried over into the chlorine compartment will become mixed with the chlorine solution and decrease its effectiveness.

3-SINK METHOD

A more satisfactory sanitizing job usually can be done with a 3-sink arrangement. The third sink may be used for removing the bulk of foreign material from the glass or utensil prior to washing, or for a clear-water rinse following the wash but prior to the chlorine rinse.

Before immersion in chlorine, a used glass must first be washed in order to remove any grease-film, lipstick, milk-fat or other material. This cannot be done by dipping in soap and water nor by a gentle massaging with a dish cloth—but unless it is done, and is done thoroughly, the action of the chlorine will be negative. For it is an unhappy weakness of chlorine that its germ-killing action cannot penetrate such barriers as grease-film, lipstick, and milk-fat. Preparation of the glass or utensil for sanitization is seen to be, therefore, important and necessary for sanitization.

BRUSHING DEVICES

Brushing devices, either hand-operated or electrically-driven, may be used for cleaning before chlorination. If such devices are used, the brushes should be thoroughly cleaned and drained at least once daily.

LILY CUPS

for Fountain Service

1. **LILY SODA CUP** White Only...in 6, 7, 8, 10, 12 oz....shown in 141X Holder...Orange or Green Beetleware.

2. **GEM BROAD-BASE SODA CUP**...Printed Red on White...in 9, 10, 12, 14, and 18 oz....shown in 341B.B.Holder...Black, Ivory or Green Beetleware.

3. **GEM SODA CUP**...6 and 7 oz. printed Red or Green on White; Brown on Buff...10 and 12 oz. printed Red or Green on White. Shown in 41 Holder...Black, Ivory or Green Beetleware.

4. **LILY DISH** (4 oz.)...White, Pink, Buff, Green... shown in 4X Holder...Green, Orange or Black Beetleware.

5. **LILY DISH** (6 oz.)...White, Pink, Buff, Green... shown in 6C Holder...Chromium Plated.

6. **SOUFFLES**...9 sizes from ½ to 5½ oz....2 styles shown, Tulip (left) and Tulip P. B.

7. **MALTED MILK CUP**...with special mixing collar ...12 and 16 oz. in Emerald, Snowman and Personal Service designs...20 oz. in Personal Service only.

8. **WATER CUPS** in all popular sizes...(a) Lily (b) Tulip (c) Tulip P. B. (d) Gem.

9. **SODA CUP DISPENSER** with counter-arm. Wall dispensers also available. Pull-type or push-button.

10. **LILY DISH STAND** for 4 or 6 oz. Dish...Silver Plated Satin Finish; Bakelite (Blue, Green, Black, Red, Mahogany); Beetleware (Orange or Green).

11. **LILY STRAWS** in all popular sizes...6½", 8½", 10½". Also malted milk straws and wrapped straws (stock or special print).

LILY-

122 E. 42ND STREET

LILY CUPS

for All Send-outs

12. **NESTRITE ICE CREAM CONTAINER** with tab lid . . . 9 sizes . . . 4 colorful designs: Snowman, Modernistic, Snowflake and Rainbow (shown).

13. **NESTRITE ICE CREAM CONTAINER** with snap-over lid . . . pint and half-pint only . . . Modernistic design.

14. **PAKTITE CONTAINER** with tab lid . . . 9 sizes . . . White, Green, Pink, Buff. Shown with mould used in packing ice cream.

15. **WALKING SUNDAE CUP** . . . 54 Gem, 5 oz. to top . . . for dipped or moulded sundaes.

16. **5c ICE CREAM CUP** . . . all sizes from 3 oz. . . . 11 designs in Gems and Nestrites . . . 4 colors in Lily cups.

17. **SNAP-OVER LID** for Gem Soda Cups . . . available for all regular and broad-base sizes.

18. **LILY KONE MOULD CUP** . . . 3 tall and 3 squat sizes. For moulding and dipping.

19. **GEM CONTAINER WITH SNAP-OVER LID** . . . 8, 10, 14, 16 oz. . . . for ice cream and drink send-outs. 5 Designs.

20. **GEM CONTAINER WITH TAB LID** . . . 6, 7, 8, 12, 16, 20 oz. . . . for ice cream and drink send-outs. 5 Designs.

21. **GEM CARRY-OUT CUP** with tab lid for cold drinks . . . all needed sizes in tall and broad-base Gems. Red on White in all sizes. Also in Brown on Buff in the 5½ and 6½ oz. Tall.

22. **LILY CARRY-OUT CUP** with tab lid for cold drinks. White or Green in 6 oz.; White only in 8 and 10 oz.

23. **NESTRITE CARRY-OUT CONTAINER** with fibre pull lid . . . 6, 8, 10, 12, 16 and 32 oz. . . . all with Personal Service design. For hot or cold send-outs.

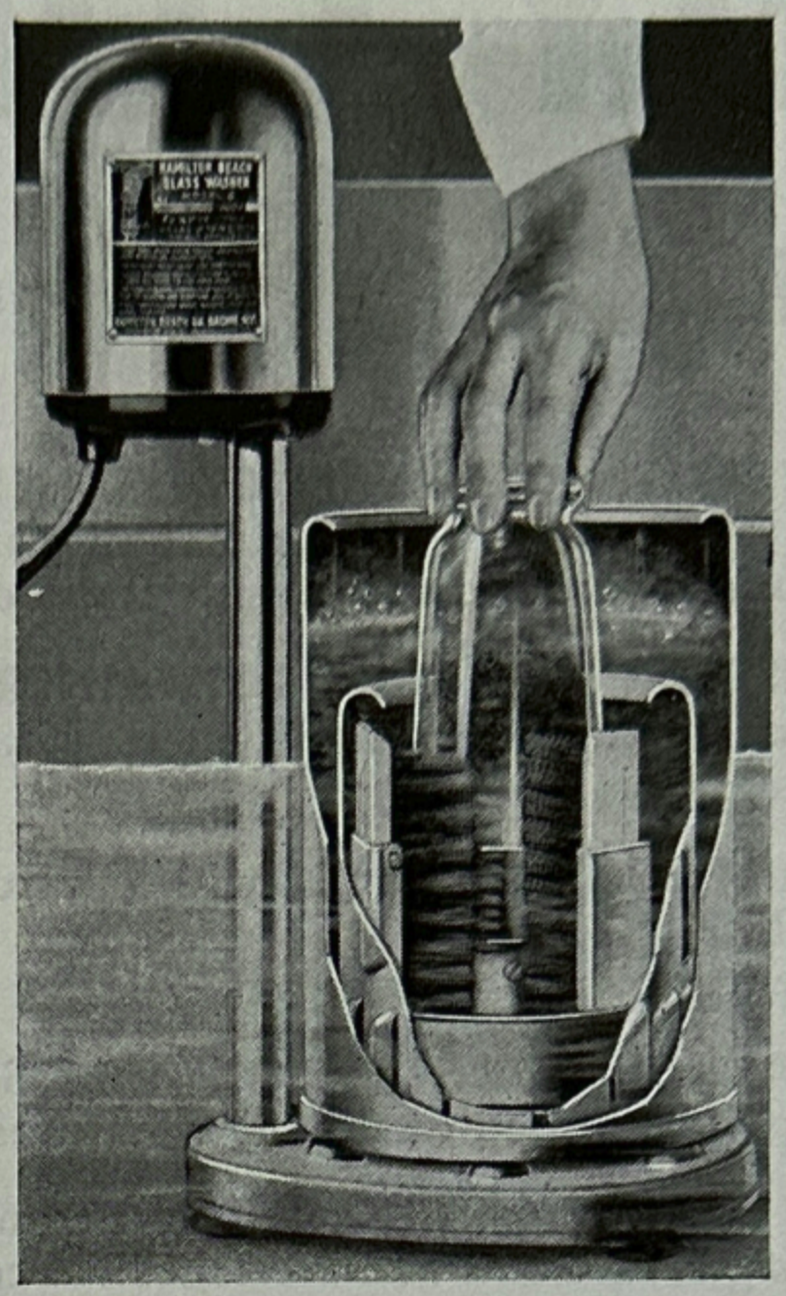
24. **RESALE PACKAGES.** Complete line of packaged cups, dishes, souffles, straws, hot drink cups, cocktail cups.

TULIP

NEW YORK, N. Y.

When the health inspector comes around to check on sanitization, he probably will expect your chlorine solution to contain 200 parts per million of available chlorine. Some communities require a "minimum" solution of 100 parts per million, but the stronger solution of 200 p.p.m. is considered safer. The legal time for holding a glass or utensil in the solution also varies in different localities, but from three to five minutes in a solution containing 200 p.p.m. of available chlorine is thought to be sufficient.

Chlorine compounds, it should be remembered, are unstable and require extreme care in handling, both before and at time of use. If purchased in very large quantities there exists the possibility of deterioration and loss of potency before use. Chlorine solutions require frequent changing to keep them up to the prescribed strength. Also, care must be taken to avoid polluting the chlorine solution with foreign materials such as food remnants, which greatly reduce if they do not entirely destroy the germ-killing power of chlorine compounds.



This is one of several types of glasswashers that scrub the glass vigorously inside and outside. It fits into almost any sink and removes lipstick, grease, and film, handling glasses of virtually any size or shape.

LOSES STRENGTH

A chlorine solution loses strength when agitated during the process of rinsing. In fact the liberation of free chlorine and consequent loss of strength begins at the time a solution is prepared, and continues until the germ-killing power is practically nil.

For this and other reasons already noted chlorine, as a sanitization agent, must be carefully tended. To avoid the dangers to the operator of a highly-concentrated chlorine solution on the one hand, and to obtain the best sanitization results where chlorine is used, on the other hand, it is suggested that the operator consult his local health department as to the best procedure to follow.

DRYING

It is sometimes a temptation, when chlorine is used, to rinse the cleaned article in fresh water in order to remove the chlorine odor, afterward drying with a towel—and this may recontaminate the article. Though offensive to some, the odor of chlorine is certainly less objectionable from a public health standpoint, than the use of a towel for drying purposes.

Sanitized glasses, no matter how sanitized, should be air-dried. To do this the glasses may be placed, mouth down, on a clean corrugated surface which will allow the passage of air to the inside surfaces of the glasses. During rush periods, when it is not possible to keep a large supply of drying glasses out of service, the use of paper-cup service to supplement the glass service has been found useful.

MECHANICAL DEVICES

In the case of dish washing machines, operations usually done by hand are performed automatically. However, machines are no better than the men who operate them, and so it follows that dish washing by mechanical means must be done with care and precision. Carelessness and negligence on the part of the operator will nullify all that a machine can do. This

A SCHEDULE for the CARE of YOUR FOUNTAIN

Preparedness Routines

1. JARS—Syrup and fruit jars should be kept filled.
2. GLASSWARE AND DISHES—An adequate supply of clean glassware and clean dishes should be constantly at hand.
3. RESERVE STOCKS — Reserve stocks should be conveniently located where they can be readily available in an emergency.
4. SUPPLIES—Condiments, straw jars and napkins should be plentifully supplied, kept clean and orderly.

Morning Routines

1. COUNTER—Counter should be washed with hot water and soap or a good cleaning agent.
2. DRIP PLATES—Scour and remove particles caught in the perforations.
3. WORK BOARD—DRAIN BOARD—CABINET TOPS—Scour with soap and water. Wipe clean frequently during the day.
4. TABLES — BOOTHS — CHAIRS — STOOLS—Wash with soap and water if necessary and dry thoroughly. Wash and polish as often as necessary.
5. BACK BAR COUNTER SLAB—Clean with soap and water or metal polish until your highly polished glassware and sundry items are displayed at their sparkling best.
6. SPOONS AND SILVERWARE—Clean and wipe thoroughly dry to remove all stains.
7. DRY COLD AND STORAGE CABINETS—Clean and arrange supplies to be used during the day.
8. COOLER BOX—Inspect ice formation. A reserve formation of two to three inches in thickness should be kept on the refrigeration unit. Test the temperature of the carbonated water at the draft arm.
9. CARBONATOR AND GAS SUPPLY—Inspect. If the pressure is standard (120 pounds) the supply of gas will be adequate for the day.

Daytime Routines

1. SOILED DISHES—Remove immediately after each customer leaves.
2. AFTER EACH SERVICE—Immediately clean counter with a moist, clean towel and polish with a dry towel.
3. SERVICE—Serve drinks *inside* the glass, not bubbling or running over.
4. SYRUP AND FRUIT JAR TOPS—Wipe frequently with wet and then with dry towels. Keep clean and free from syrup drippings.
5. WORKBOARD AND DRIP PLATES—Keep clean and free from ice cream and syrup drippings. Keep draft arms clean and dry.

Closing Routines

1. SYRUP PUMPS—Clean and pump hot, soapy water through working parts. Rinse and dry thoroughly.
2. REFILL SYRUP JARS—Empty contents of syrup jars requiring refilling into clean porcelain containers. Wash jars with soap and water and rinse in hot water. Replenish stock.
3. PUMPS AND FRUIT JAR TOPS—Wipe with clean towel dipped in hot water. Do not use polish on the jar, as polish may enter the jar and spoil the contents.
4. CHOCOLATE JAR—Wash chocolate jar and pump as above, but do not refill jar until opening next morning.
5. MILK JAR AND PUMP—Remove milk and put on ice. Wash and scald pump and jar and place on counter to air.
6. GLASSWARE—Wash and polish, using good glass brush and hot water and soap or bicarbonate of soda to remove grease and butter fat. Rinse in clean, hot running water.
7. GLASS DISPLAY—Display glasses on the back bar to emphasize cleanliness to customers.
8. REFUSE CHUTE—GLASS RINSER—DISHER VATS—Thoroughly scrub and scour in order to avoid odors.
9. DRAINS—Clean and keep open. Use hot water and ammonia or bicarbonate of soda to kill any odors.
10. FLOOR RACKS AND FLOOR UNDER AND AROUND FOUNTAIN — Clean thoroughly. Set floor racks in open to dry, if possible.

Twice-a-Week Routines

1. BACK-BAR MIRRORS AND WOODWORK—Wash mirrors with Bon Ami. Clean woodwork with damp cloth and polish with furniture polish.
2. SILVERWARE—Polish with silver polish.
3. DRAFT-ARM NOZZLES—Remove and clean thoroughly.
4. SYRUP JAR ENCLOSURE—Remove jars and flush out compartment with cold water. Scrub clean with soap and a towel dipped in hot water.

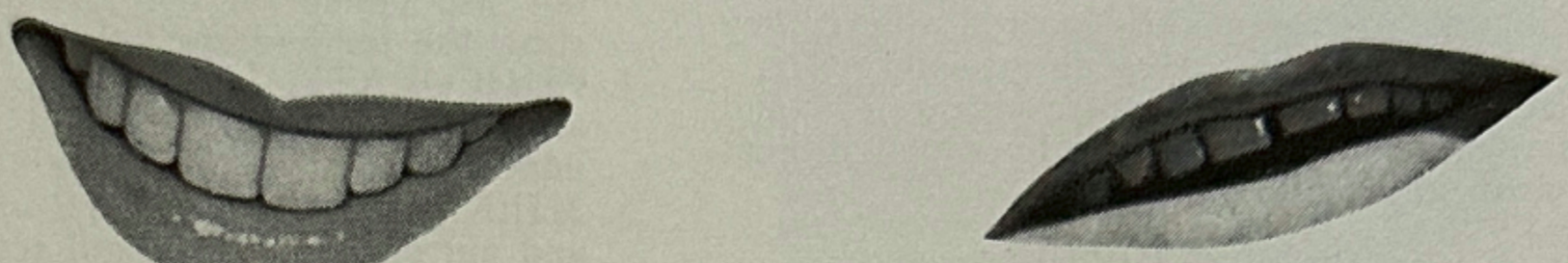
Weekly Routines

1. CABINET TOPS—Scour underside with soap and water.
2. ICE CREAM CABINETS—Defrost and clean with spatula and cloth dipped in hot water and alcohol. (Never use an ice pick and do not pour hot water into the compartment.) Remove all moisture.
3. DRY COLD AND STORAGE COMPARTMENTS—Clean with bicarbonate of soda and warm water.

Twice-a-Month Routines

COOLER BOX—Drain water bath. Remove all slime and sediment and thoroughly clean cooling coils, side walls and bottom. Flush out and refill to standard level. Deice every sixty to ninety days. Melt the ice, using cool city water—never hot water.

HOW TO KEEP PATRONS SAFE FROM



HERE'S THE ANSWER:

"THE EASY WAY"

The public is becoming more and more conscious of fountain sanitation. As a result of the public's questions and doubts, more and more municipal and state legislation is being enacted. More and more legal restrictions and limitations are being put on soda fountain service. Existing regulations are being enforced more strictly.

No wise fountain operator is going to wait for the law to clamp down on him. People patronize the fountains where they know they are safe from the dangerous lips of others.

In April, 1939 Soda Fountain Magazine listed 5 methods recognized by public health officers for assuring clean, safe service at soda fountains:

1. **Boiling utensils for one minute.**
2. **Washing them in hot water for not less than one minute.**
3. **Thorough washing and then immersion for one minute (preferably longer) in a chlorine solution of *maintained* strength.**
4. **Mechanical dishwashing equipment.**
5. **And the easy way—paper utensils, discarded after each separate use.**

All but one of these methods require either expensive equipment or elaborate time-wasting methods. The fifth way has a double *advantage!*

Not only is Dixie-Vortex paper service "the easy way" to insure perfect cleanliness. It is recognized by every fountain patron as a sign and symbol of safety!

DANGEROUS LIPS . . .

Dixie-Vortex offers soda fountains a complete line of paper cups, dishes, and carry-out containers. They save fountain storage space—keep the fountain and back-bar neater and less cluttered.

FASTER SERVICE

Dixie-Vortex makes it possible for fountaineers to serve more people in less time. Service is more efficient and orderly. Washing, sterilizing, polishing and stacking equipment is unnecessary.

ASSURED CLEANLINESS

A fountaineer who uses Dixie-Vortex paper service never worries about telltale lipstick that so often remains on cups which are used time and again. Each Dixie cup or container is used just once and thrown away!

GREATER CONVENIENCE

Paper cup dispensers are placed adjacent to draft arms—eliminate confusion behind the counter. No extra help is needed during rush periods.

DOUBLE USE

Dixie-Vortex paper service encourages carry-out business. The same cups used for fountain service may be used with tight-fitting lids—ready for carry-out.

NEW DISPENSER

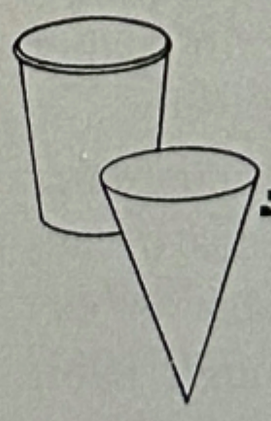
Especially useful in the soda fountain is the new cabinet dispenser. Available in units—each a complete dispenser in itself. Any number of units may be fastened together. Each unit is adaptable for different size cups. Easy to refill. May be placed in various positions on cabinet or back-bar.

PREFERRED BY PATRONS

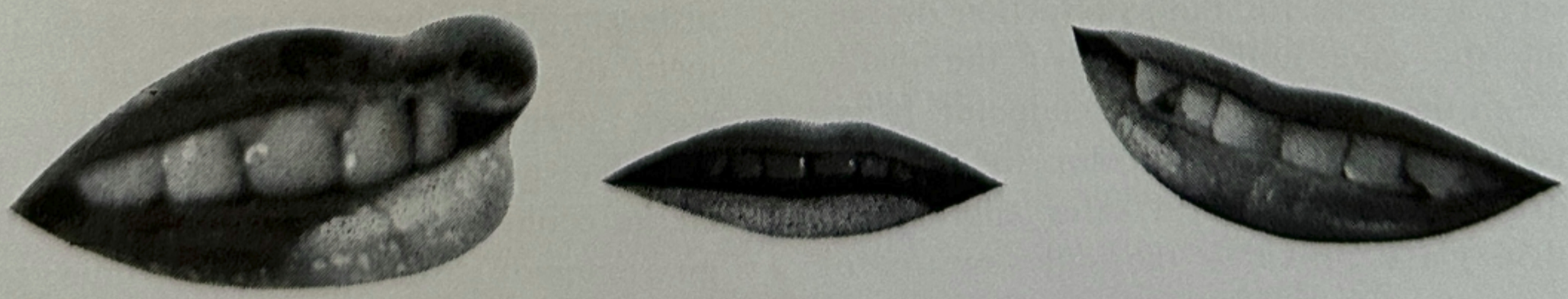
Surveys made by an impartial research organization show paper service to be favored by 7 fountain patrons out of 10. They know paper service is clean and safe and patronize fountains which offer them this health insurance.

FREE BOOKLET

Write for the helpful, free booklet "The Easy Way." It is packed with useful information for fountain operators. It will be sent to you without cost or obligation. Address: Dixie-Vortex Company, Chicago, Ill., Easton, Pa., Los Angeles, Cal.



DIXIE-VORTEX



method of sanitizing has proved effective where operation of the machine has been carried out faithfully and well.

ULTRAVIOLET RADIATION

Sanitization of glasses by placing them in an ultraviolet radiation cabinet is regarded by many experts as a practical, economical, and efficient process of sanitization. This method is the result of years of experimenting; and it also furnishes a means of maintaining previously sanitized glasses in a sterile environment during periods of storage until they are required for use.

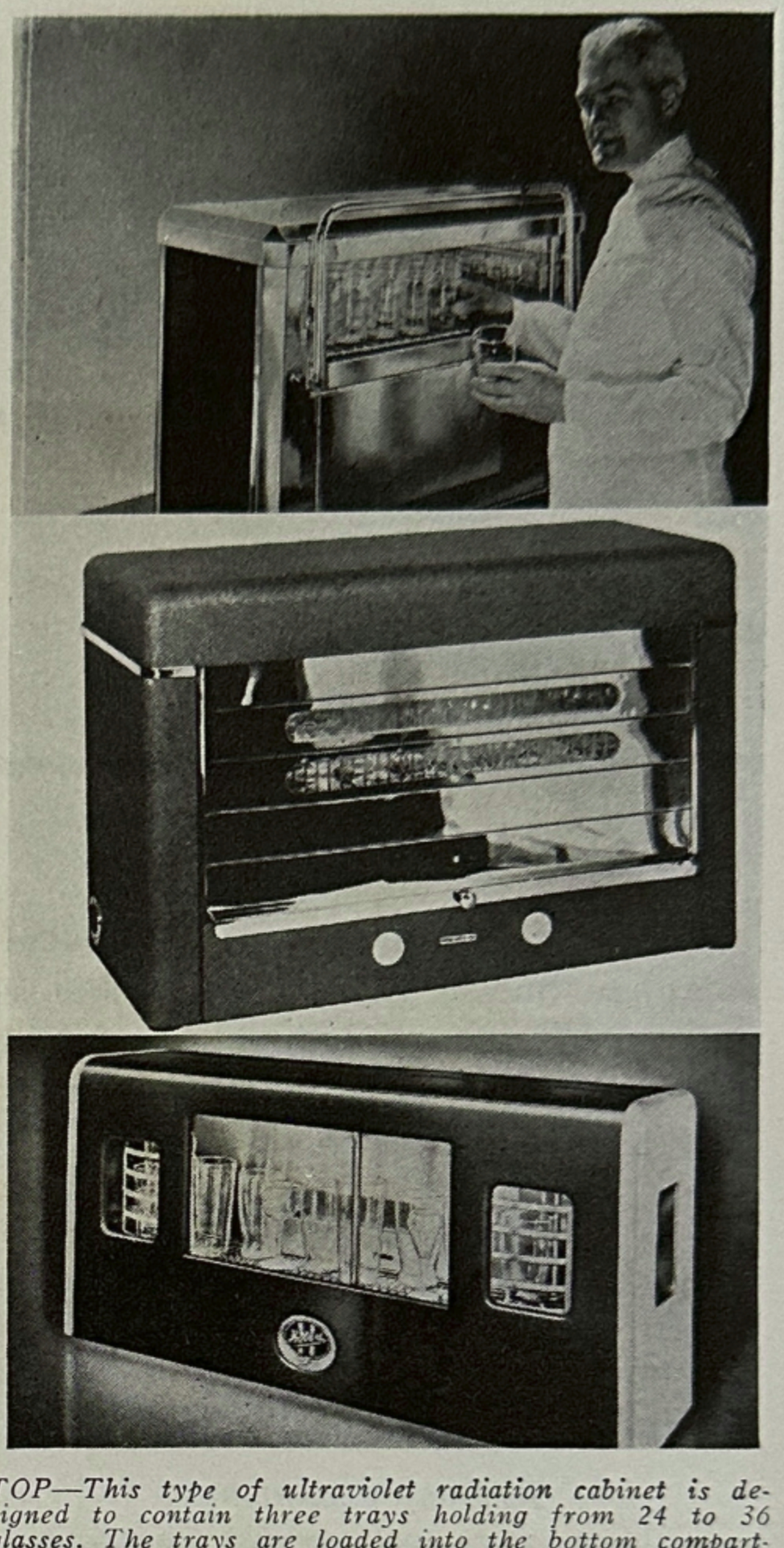
Ultraviolet radiation cannot penetrate grease films and lipstick. Therefore, the glasses must be first washed thoroughly before exposure to the rays.

This method requires suitable equipment in which glasses may be subjected to a field of radiation in such a manner that all surfaces of the glasses are exposed for a period of time in order to obtain practical sterilization. In the equipment that has been developed by various manufacturers of cabinets, the time of exposure varies from one to several minutes, depending upon the intensity of radiation.

FOUNTAIN DRINK SERVICE

Today, when the public is more sanitation-minded than ever before, and with the health officials more determined to enforce regulations, paper service is naturally popular. Health officials always approve and frequently recommend the use of paper utensils.

Glass service, of course, has customer acceptance built up by many years of actual use. A preference for glass is expressed by many customers through habit alone. Some customers prefer glass service merely for the satisfaction of seeing the color and sparkle of the drink. From the merchandising standpoint, it has been pointed out that color in fountain drinks has a powerful sales appeal, and that glass provides the only means of



TOP—This type of ultraviolet radiation cabinet is designed to contain three trays holding from 24 to 36 glasses. The trays are loaded into the bottom compartment and raised to the dispensing level as the upper trays are unloaded. The glasses are irradiated during the entire time they are in the cabinet. MIDDLE—This device is designed to hold from 24 to 30 glasses. An automatic time switch locks the sliding door and turns on the radiation for a predetermined period of time. BOTTOM—This is the conveyor type. The glasses are placed on the moving conveyor and conducted through a field of radiation produced by the lamps. The speed of the conveyor is constant and automatically determines the period of irradiation.

taking advantage of this. Good carbonation and high quality glassware combine to produce a drink that really sparkles.

PAPER SERVICE TESTS

Paper service, while comparatively new, has many advantages. As the result of tests conducted by the economics department of an Eastern college over a six-week period, the investigators stressed the efficiency and speed with which the clerks could serve the customers with the guarantee of clean service every time; and

the factor of speed, of course, is highly important to every operator during rush periods.

The employees that were eliminated by the use of paper service were the dishwasher and the part time clerk. Tables could be cleared more rapidly. All the employees at the test soda fountain were unanimous in their approval of paper cup service.

Dishwashers and other employees at soda fountains cut themselves from time to time on broken glasses. Occasionally such a thing may happen to a customer. No such risks are involved with the use of paper service.

Paper service provides a means for checking on revenue. Milk cups, for instance, may be had in various prints and colors, by means of which over-the-counter sales of milk and milk drinks can be readily calculated. Sundae dishes, milk-shake containers, carry-out containers, and water cups can be similarly utilized. By the same token, the color variations of paper service can be turned to advantage in estimating the cost both of counter and carry-out service.

TEMPERATURE UNIFORM

To be suitable for fountain use, freshly-washed glassware must first be chilled. This is especially true of glass containers for milk and ice cream, which are easily affected by increased temperatures. Paper is an effective insulator, and, being at a uniform temperature, paper does not "shock" its contents by sudden temperature change.

Paper is a "noiseless" service—a fact appreciated by persons who suffer annoyance from the clatter of china, silver, and glass.

The Health Officer

The sound common sense of any operator tells him that sanitary conditions of his entire establishment, including his employees, should be above the criticism or the reproach of any health officer anywhere. It should not be necessary for a soda fountain to be "policed."

Paper utensils are available for numerous forms of service. TOP—left to right, sundae dish in holder, souffle cup, soda cup in holder. CENTER—Ice cream container with tab lid. BOTTOM—left to right, carry-out cup with tab lid for cold drinks, carry-out container with lid for hot or cold send-outs.

Health officers are charged with the responsibility of public health, and the laws relating to public health are set up for your protection as much as your customers' protection.

Welcome the health officer together with his suggestions for improvement. He has his hands full and would rather not have you in mind. The health officer prefers to be a cooperative man—not a policeman. Many localities go to the expense of printing score charts which should be of more value to you than to the health officer.

Clean Service

Cleanliness at a soda fountain is best obtained when the equipment is highly polished and otherwise well tended. The smart looking fountain with the clean counter and sparkling accessories is the one that attracts customers.

The fountain operator should keep his equipment in A-1 condition, availing himself of the various aids that may be used safely and effectively for this purpose. There are numerous safe brands of wood and silver polish on the market.

With reference to soda fountain equip-

ment, the New York City Health Department makes the following recommendations:

Permanent partitions of glass or other suitable material should be provided to protect finished frozen desserts from dust, dirt, and other contamination while the dessert is being dispensed to the customer.

Ice cream scoops should be kept in running water when not in use.

Counters, grills, drains, cabinet tops, or similar fixtures should be equipped with metal holders for cleaning-cloths. The holder should be constructed of metal which contains sufficient perforations in the body of the metal to allow for ventilation and should be permanently attached to the fixture where a cleaning cloth is used.

Unwrapped food when displayed for sale should be displayed in a showcase of glass so constructed as to properly protect the foodstuff from dust, dirt or contamination and to prevent self-service.

Creamers used for dispensing cream in the service of cream with coffee, **tea,** cereals, and other foodstuffs, unless for single individual use and discarded after use, should be of material that may be easily cleaned.

A glass, cup, creamer, or other service which is chipped, cracked, or has sharp edges, is dangerous to use and is prohibited by most health ordinances.

Sugar should be served from screw top or other type containers which provide protection of the sugar against dirt, dust, other contamination and human handling at all times, except in the case of lump or block sugar which is individually wrapped.

Mustard should be so dispensed as to prevent its contamination either by the introduction of the customer's utensil or any common utensil for the service of more than one individual, and should be so protected as not to be exposed to dirt, dust, etc.

Day-By-Day Cleaning Routine For The Busy Operator

MONDAY—Pull all syrup and fruit jars, soap and rinse through. Empty half of the jars (one at a time) into a malted milk shaker and wash thoroughly. Place pump in sink and pump hot water through; rinse in cold water. Don't pour syrup into warm jar. Clean milk pump and urns.

Unscrew nozzles of draft arms and clean thoroughly. Clean, polish draft arms and all pumps.

Polish cabinet tops, well lids underside, work-boards and sinks. Check counter slab, stools and front of fountain.

Clean under fountain, right back to the wall. Get all dirt out.

TUESDAY—Remove everything from back bar slab. Wash and polish mirror. Scrub back bar slab, wipe down and polish all woodwork. Don't use soap on woodwork. Don't use metal polish on chromium plated parts.

Scrub shelves in back bar—keep shelves free of dead merchandise. Rub down all pumps and draft arms with damp towel, followed with dry towel. Polish cabinet tops, work boards and sinks. Check counter slab, stools, tables, chairs and front of fountain.

Sterilize chute and refuse container to kill bacteria odor. Clean under fountain, wash floor.

WEDNESDAY—Repeat Monday's schedule, washing remaining half of fruit and syrup jars, pumps. Check back bar counter slab, stools, chairs, front of fountain. Scrub floor racks thoroughly. Clean milk pump and urns.

THURSDAY—Time to give all silverware good cleaning, polishing—also glasses, chinaware, straw holders, spoon holders, shakers, malted milk machines, etc. Make 'em shine!

Wipe off draft arms, pumps. Polish cabinet tops, underside of well lids, work-boards, and sinks.

FRIDAY—Repeat Tuesday's duties—we must keep everlastingly at it. Replace streamers with fresh ones.

SATURDAY—Clean, sterilize refuse chute and container. Polish draft arms, pumps, work-board, etc. Pull all ice cream cans (one at a time), wash down wells with hot water, being sure to get bottom clean; use sponge and pan.

Keep wells defrosted (leave tops open if badly frosted, apply hot water with sponge, then frost can be taken off by hand). Never use a pick on any part of your equipment. Clean milk pump and urns.

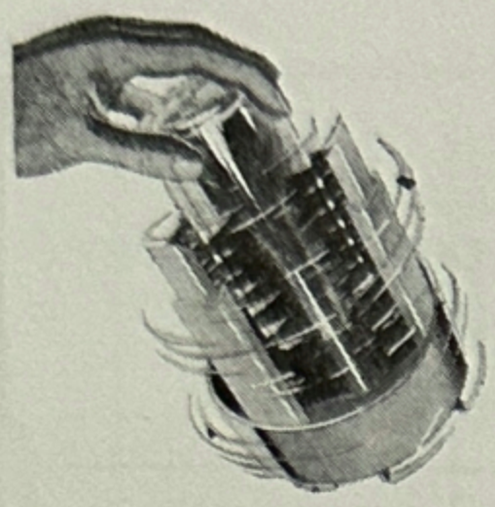
WARNING:—In cleaning copper surfaces faced with block tin, or tin dipped surface, be careful about the use of some washing powders. Certain chemicals contain powerful elements which dissolve the tin. A mild soap will usually do a good job.

EVERY DAY ROUTINE—Draw off a glass or two of carbonated water occasionally before serving a carbonated drink. It costs you less than 1/12 of a cent per glass and means satisfied, repeat business.

Wash chocolate jars and pump.

If you use a milk pump or an urn clean them thoroughly. Wash glasses, silverware, and chinaware thoroughly in hot water; rinse glasses in cold water, silverware and chinaware in hot water; dry silver and china thoroughly with a clean, dry towel. Wipe down malted milk mixers. Wash fruit juice extractors. (See reverse side of schedule for care of coffee urn.)

On stainless steel use a warm water castile soap solution and clean water rinse. Use the same for chrome plate and silver plate.



Scrubbed 15 TIMES A SECOND

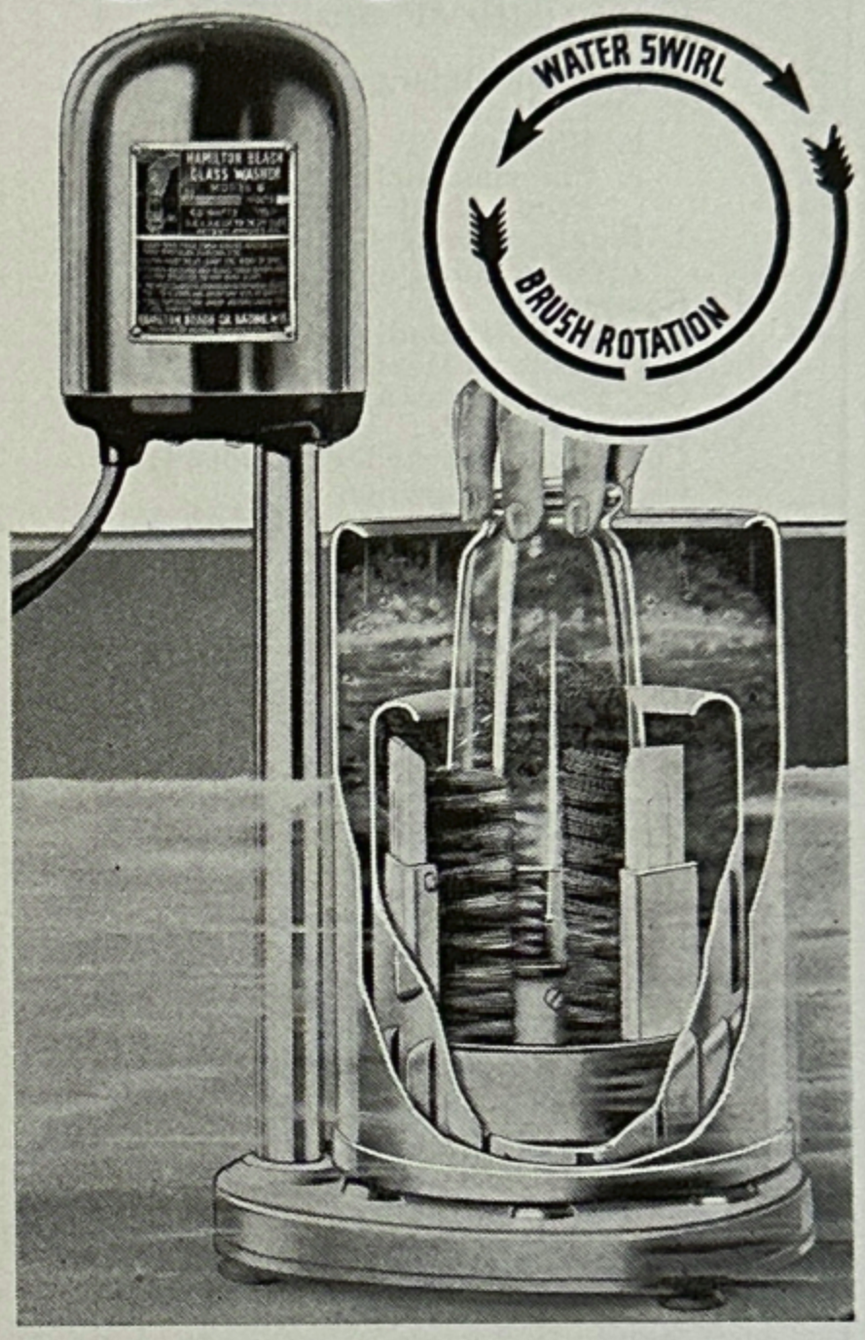
Scrubbing is the *fastest, easiest, surest* way to have sparkling glassware. The vigorous scrubbing action of the Hamilton Beach Glasswasher cleans the dirtiest glass in 3 seconds . . . removes lipstick, grease and film—all around, inside and out, from rim to bottom—in one easy, fast operation. The glass is scrubbed so spotlessly clean it will air-dry *without toweling*. One operator says, "It's 5 times faster than washing by hand and toweling."

It has the capacity and power to handle 800 glasses an hour—any size or shape—from 1-ounce to a pilsner beer or jumbo soda. Sets in any sink as small as 8½" x 10½". Quickly pays for itself. Only $49.50—no installation expense. Write for demonstration.

HAMILTON BEACH CO., Racine, Wis.

Division of Scovill Manufacturing Co.

(Canada: 4105 Richelieu St., Montreal)



Glasses Air-Dry

Fits in Any Sink

HAMILTON BEACH
MOTOR-DRIVEN BRUSH *Glass Washer*

MAIL TO-DAY

Send me detailed information on Hamilton Beach items checked.

HAMILTON BEACH CO., Division of Scovill Mfg. Co., Racine, Wis.

☐ Glass Washer	☐ Malted Milk Dispenser	☐ Fruit Ladles
☐ Drink Mixers	☐ Cone & Straw Dispensers	☐ Ice Tools
☐ Juice Extractor	☐ Fountain Silverware	☐ Lime Squeezers
☐ Ice Cream Dishers	☐ Dishing Spoons	☐ Strainers

Name .....

Address .....

City .....

State .....

DEPARTMENT OF HEALTH
PEORIA, ILLINOIS

BUREAU OF FOOD INSPECTION

NAME OF ESTABLISHMENT.....ADDRESS.....

OWNER OR PROPRIETOR.....ADDRESS.....OPERATING.....

	SCORE			REMARKS
	PERF.	ALLOWED		
		SAT.	UNSAT.	
1. *EATING UTENSILS:*				
A. *Methods of Sterilizing*	18			
1. Heat: 180° F. One Minute				
2. Chlorine:				
a. Wash-Detergent-Warm Water				
b. Rinse				
c. Chlorine 100 PPM Prep. Used				
3. Single Service Containers: (Where nothing else is used)				
B. *Equipment:*	7			
Condition—Cleanliness				
Dishwashing Machine				
Or, 3 compartment Tank				
C. *Eating Utensils:*	6			
Condition (cracked or chipped)				
Clean on Inspection				
Storage—protect from D.D.F.V.				
Bacterial Count				
2. *Kitchen & Service Utensils:*	5			
Condition				
Clean on Inspection				
Washing Facilities Adequate				
3. *Refrigeration:*	8			
Mechanical—Ice				
Condition				
Clean				
Temp. (Under 50° F.)				
Refrig. of Cream Filling				
4. *Food Storage:*	8			
Condition—Cleanliness				
Food Wholesome (Spoilage?)				
Adult.—Preserv.				
Protection against D.D.F.V.				
5. *Toilets & Wash Rooms:*	12			
Condition—Cleanliness				
Walls, Ceil., Floors, Fixtures				
Light—Ventilation				
Soap—Dispenser				
Towels—Individual				
Fly-proof				
Flies, visible				
Facilities adequate both sexes				
Signs				
6. *Garbage:* Cans—Condit. Covered	6			
All in cans or litter				
7. *General Sanitation*	10			
A. Dining Room:				
1. Cleanliness				
2. Walls—ceilings—floors				
3. Tables, counters				
4. Repair (Smooth, etc.)				
5. Light—ventilation				
6. Screened against flies				
7. Flies visible				
B. Kitchen:	8			
1. Cleanliness				
2. Walls—ceilings—floors				
3. Tables—counters				
4. Repair (Smooth, etc.)				
5. Light—ventilation				
6. Screened against flies				
7. Flies visible				
8. *Plumbing:*	8			
Condition—Clean				
Sinks				
Catch Basins				
Grease Traps				
"P" Traps				
9. *Personnel*	7			
Cleanliness				
Clothing				
Person—Hands				
Appearance				
Health				
Handling of Food & Utensils				
10. *Surroundings:*	3			
Yard—Alley—Basement				
Garbage—Flies				
Rats				

Here Are Two Health Department Score Sheets From Typical American Cities.

MONTHLY SCORE SHEET FOR PLACES DISPENSING FOOD AND DRINK IN HARTFORD

(PROPERTY OF THE HARTFORD BOARD OF HEALTH)

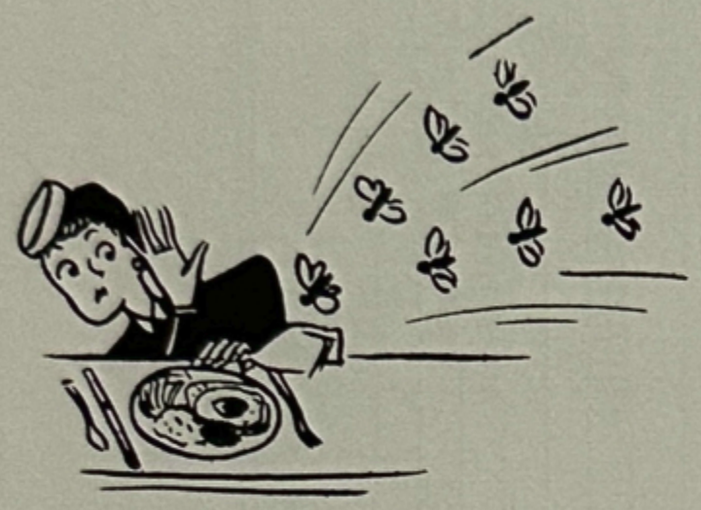
Firm Name _____ **Address** _____

Owner or Proprietor _____ **Nature of Business** _____

Date		Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Buildings	Arrangement												
	Floor												
	Walls and ceilings												
	Light and ventilation												
	Screening												
	Toilets												
	Handwashing facilities												
Utensils	Kitchen												
	Dishes												
	Silverware												
	Mechanical equipment												
	Dishwashing equipment*												
	Sink and drainboard												
	Tables and counters												
Refrigeration	Ice box												
	Water cooler												
Food Storage	Meat												
	Milk												
	Other supplies												
Food service													
Waste and garbage receptacles													
Flies and vermin													
Employees	Health certificates												
	Washable outer garments												
	General cleanliness												
Total score													
Employees	Male, number												
	Female, number												
Inspector's initial													

*To maintain temperature of water at minimum of 170° F. Score based on rating of 4 points per item.

Destroying Flies, Roaches And Rats At Your Fountain



Professional Exterminator

While this section outlines in brief how the operator himself can exterminate various pests, it is much better in view of the hazards involved and in the interest of efficiency to engage a professional exterminator.

The sight of a roach or water-bug at a soda fountain will leave the worst possible impression with your customers. The elimination of such pests, including flies, is of vital importance to every soda fountain operator.

The various kinds of roaches not only cause damage, but they soil everything they touch, leaving behind a sickening "roachy" odor which can be removed only with soap and boiling water. Shelves and dishes become tainted with this stench, and this disgusting taste is often transmitted to the food.

ROACH CONTROL

Roaches are particularly numerous around food, and in warm places. In the daytime they hide in cracks and crannies, to emerge at night in large numbers. Roach control can be effected by fumigation, trapping, repellents, and poison. First, all cracks around the bottom of walls, baseboards, under counters, around pipes, etc., should be filled with a good crack-filling compound. Food should be placed out of their reach. Garbage cans should be tightly covered and the contents poisoned, unless local ordinances forbid this.

FUMIGATION

Fumigation with hydrocyanic acid gas is expensive and should be done only by a licensed expert. This gas kills all animal life. Good substitute gases are available for fumigation. Usually, cost prohibits the fumigation of an entire store, but this method is effective for washrooms, kitchens, storerooms, etc. All openings in the room should be tightly sealed. Traps can reduce the number of roaches, if a large number of traps are used. The catch should be destroyed daily with boiling water.

When poison is used, roaches usually avoid arsenic preparations. Powdered sulphur acts as a repellent. Phosphorus paste, distributed on bits of paper on the roaches' runways, is effective. Powdered borax can be used as a poison or repellent. Other poisons may be obtained from drug stores or chemical supply houses.

The first step in the campaign against the rat is to make certain that all means of entry and all harboring places, nests. etc. are eliminated. Small openings in the wall and floor should be sealed with metal sheeting or concrete. Basement windows should be covered with 8-mesh galvanized screening, ventilators and sewer openings with gratings. Trash heaps, open garbage cans, etc. attract rats, and should be done away with.

POISONING RATS

First of all, it is important to cut off the rats' food supplies. All foodstuffs and candy should be stored in a rat-proof place. The most efficient method of destroying rats is poison. This demands care, and if the proper poison is used, the rats will not die in the building. Rats are wary, and several kinds of bait should be put out to increase the chance of their being taken.

Good rat poisons are powdered barium carbonate, red squill, phosphorus, powdered white arsenic, strychnine, and thallium sulphate. Usually, these may be purchased at a drug store. These poisons are worked into cereals, ground meat, or vegetables for bait.

Trapping rats is as effective as poisoning, but requires more skill and labor. The standard snap traps are the best. Fresh bait, changed daily, should be used. Good baits are, fresh doughnut, fresh bread, raw or cooked meats, fish, bacon, apple, melon, carrot, and nut meats.

The traps should be set close to walls in dark places, on pipes hung from the ceiling, or any place where a rat would run for concealment. Plenty of traps must be used to get good results.

All the rats in a building can be killed at once by fumigation, but this should be done by an expert with a health department license. A good rat dog kills more rats than the average cat.

DESTROYING FLIES

A soda fountain quickly loses business if its customers are bothered by swarms of flies. As flies breed outside the store, nothing much can be done to reduce their numbers, unless the store's own garbage can furnishes the breeding place.

The use of screens and sticky fly papers is too well known for comment here. Poisons are also common. Many of the commercial preparations contain arsenic, and should not be used where there is the slightest possibility of spilling them in the food. A cheap and good poison is made by adding three teaspoonfuls of commercial formalin (obtainable at a drug store) to a pint of milk or water sweetened with a little brown sugar.

Partly fill a tumbler with this solution and line a saucer or a plate with white blotting paper cut the same size as the dish and place the plate bottom up over the glass. Then quickly turn the whole thing upsidedown and place a small match stick under the edge of the glass.

A generous spraying with commercial kerosene and pyrethrum preparations before closing the store for the night will kill many flies. The large sized flytraps are also effective.

Personal Hygiene

The operator must be clean and well groomed.

As pointed out previously, the operator himself is one of the most important factors in the problem of maintaining cleanliness at the fountain. Customers are quick to take notice of the operator's personal appearance and his working habits.

Carelessness or neglect in the matter of personal hygiene may cause untold harm. It is the responsibility of the operator to keep himself clean while working.

PREPARATION FOR WORK

Here is a list of instructions drafted for improving food sanitation in the Cowell Memorial Hospital, Berkeley, California, and reprinted from "The Sanitarian." The fountain operator will do well to fix them firmly in his mind.

—Brush hair and arrange it neatly so that it will not be necessary to touch it while working.

—Change shoes and change to uniform or working clothes.

—Clean fingernails, put away comb, file, etc.

—Last of all, scrub hands.

One glance at these luncheonette waitresses convinces the customer that he will receive clean service. They are dressed in clean uniforms and present a neat appearance. Customers are quick to take notice of any unsightly detail of a dispenser's or waitresses' appearance. In the eyes of the customer, the operator and the employees represent the items they serve. Personal cleanliness is one of the principles of success at the fountain.

—A daily bath and clean clothes are essential.

Proper washing of the hands after using the toilet, after contamination from coughing or sneezing, and before beginning to prepare or serve food is of the utmost importance. The hands may be contaminated with discharges from the nose, mouth, throat, and gastro-intestinal tract, and may be a menace to your customers. If the hands are to be thoroughly washed, hot running water, soap, nail brush, and ample time are necessary.

Here are a few simple rules to remember:

—If necessary to use a handkerchief, wash hands afterward. Paper handkerchiefs or paper napkins should be used in place of linen handkerchiefs as they are disposed of each time.

—Do not touch hair, face, mouth, etc. while working. Do not scratch or rub skin.

—Papers, delivery boxes, etc. have been handled by people whose hands may not be clean. If you handle these, wash hands before handling food.

—If necessary to leave kitchen, wash hands after you return before handling food again.

—Wash hands after any pretense of soiling them before turning back to food.

The operator must remember that any objectionable serving habit, no matter how small it appears, may spoil the customer's meal.

SERVING HABITS

Talking over food may be regarded by a customer as just as bad as sneezing over food. Turn your head away from an uncovered tray or uncovered food while talking.

Although your hands may be clean, handle forks, knives, spoons by the handles, not by the part which touches the mouth. Take hold of drinking glasses

and cups at the bottom—not around the rim where the mouth is placed.

Fingermarks on dishes and silver are obnoxious. Handle plates in such a way that the thumb does not touch the face of the plate. Don't have moist or sticky fingers at any time. Carry a dish towel over the arm. Do not toss it under the arm or over the shoulder. Use a dish towel only for dishes.

To taste food which is being prepared, use a tasting spoon. Do not use the spoon which is used for stirring. Use door knobs, push plates or part intended for opening and closing doors, cupboard doors, etc. Do not put your hand on the door itself.

Use a fork or proper utensil to pick up butter squares, but never your fingers. Do not nibble food while working and by all means avoid chewing gum while on duty.

HEALTH EXAMINATION

The prevention of disease is usually a personal problem. Some city ordinances require health examinations for food handlers; other cities have found such examinations expensive and impractical. However, a periodic health examination by a physician and dentist is highly desirable for the soda fountain operator and his employees. By providing for such an examination, he fulfills an obligation to himself and to his customers.

Well groomed and wearing a clean white jacket, this dispenser wins the approval of the people on the other side of the counter. Note how he holds the two glasses. His appearance alone is a fine selling point for his fountain.

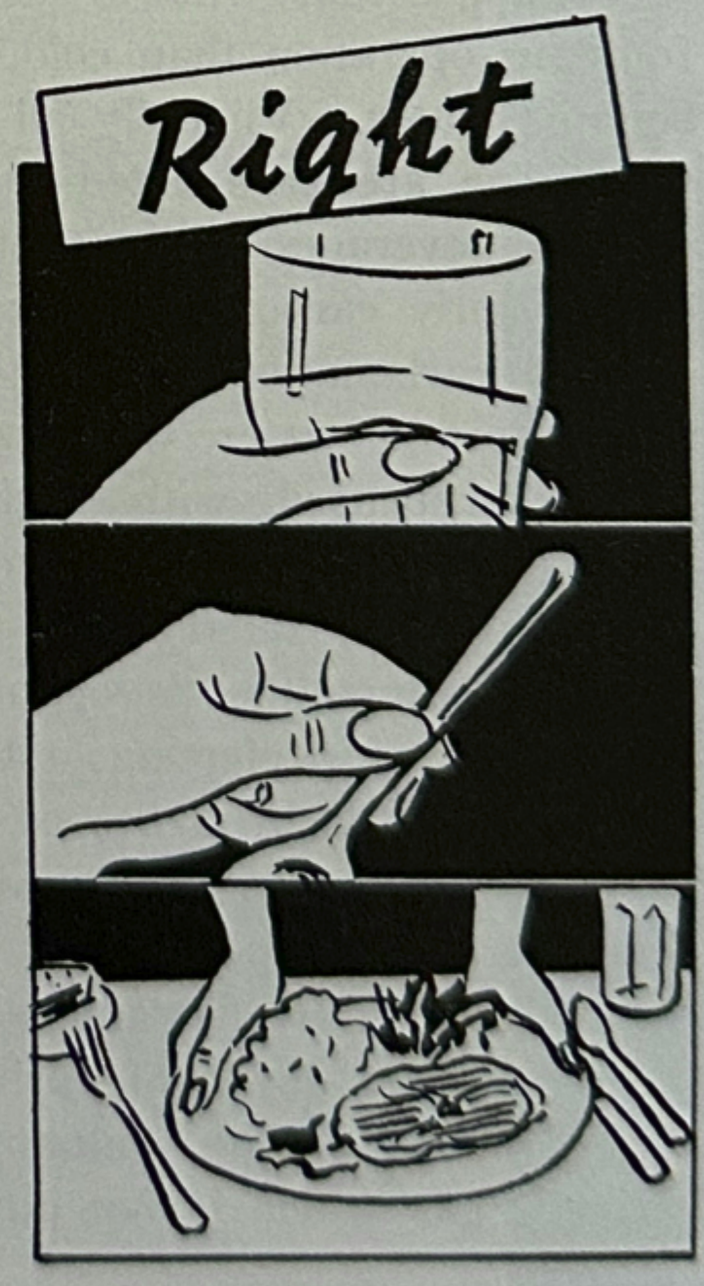
Persons handling food at a soda fountain who are sick or have suspicious symptoms of disease, should stay at home and call a doctor. Persons with nausea, vomiting, abdominal pain, diarrhoea, colds, sore throats, infected fingers or hands, and all other diseases in a communicable stage should not handle food at a soda fountain.

Droplet infection should be prevented by covering each cough or sneeze with a handkerchief.

When serving, do not take hold of a glass at the rim where the mouth is placed. This is both unsightly and unsanitary. Hold the glass toward the bottom.

Do not grasp a spoon by the bowl when serving. This is very obnoxious to the customer. Grasp the spoon by the handle. Make sure the spoon is dry.

Avoid touching the food with your hands when you are serving. Do not "throw" the plate at the customer or allow food to slop over the edge. Present the plate in a clean and careful manner.



Perfect Carbonation

Proper Care of Carbonator Is Necessary To Obtain Complete Saturation of Water With Gas

SUBJECTS COVERED IN CARBONATION CHAPTER

- Temperatures
- Pressures
- Types of Equipment
- Leaks
- Dirt
- Cleaning Carbonator
- Care of Carbonator

Nothing is more vital to successful soda fountain operation than cold, highly carbonated water. Virtually all cold drinks you serve are carbonated—and not one of these beverages can be at its best without properly carbonated water.

Good carbonation means the complete saturation of water with carbonic gas. Drinks dispensed with highly charged water will be sparkling, pungent, thirst-quenching, and satisfying. Proper carbonation brings the flavor of the syrup to its peak of perfection. It emphasizes the bouquet and brilliance of such drinks as Colas, root beer, and sodas, and accentuates low temperatures. Poorly carbonated drinks are flat and tasteless.

The delicate flavor of carbonated beverages must not be contaminated with carbonic gas which is not pure. Do not use any gas that has an odor or taste other than the natural pungency. Pure gas is odorless and tasteless, and any compromise in buying debatable quality will surely be reflected in the quality of your beverages. The cost of pure carbonic gas in a properly installed system is by far the smallest item in your costs, and you cannot afford to "tinker" with the quality of your beverages.

HOW TO GET GOOD CARBONATION

Pressure and agitation put gas into water, and "chill" locks it in. Bottled beverages are "zippy" because the bottler knows the principles of carbonation thoroughly. He uses filtered, refrigerated water, and generally the carbonator is in a chilled room.

There is a definite relationship between the temperature of the water and the gas pressure used to get "saturation." The chart at the bottom of the opposite page shows this.

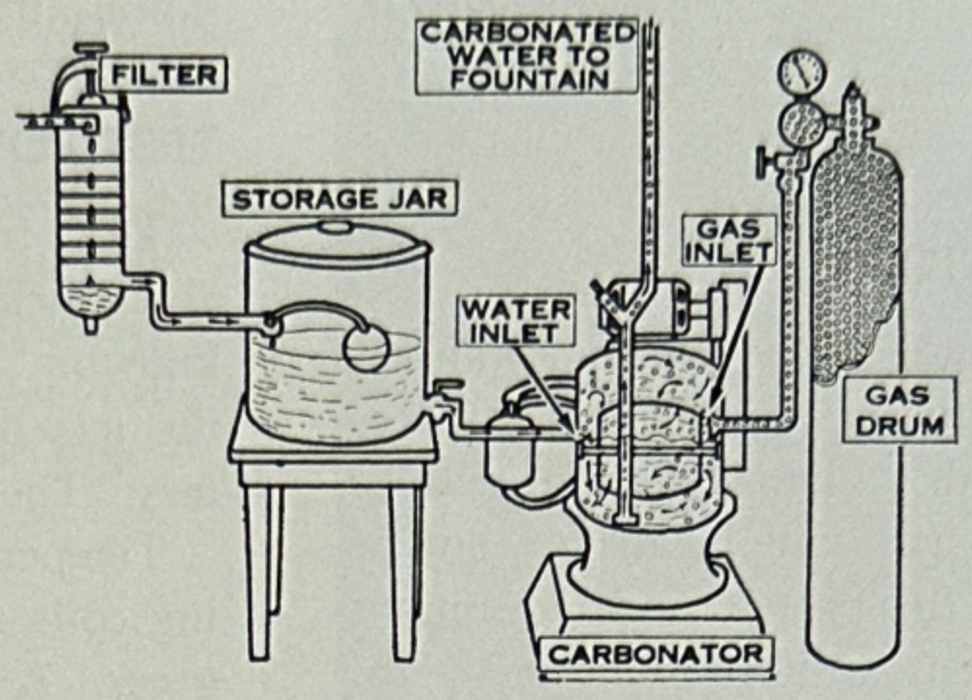
There are three processes of mixing carbonic gas and water. They are:

ABSORPTION—This style of carbonator allows the gas to come in under the surface of the water and bubble up through it. Usually the gas enters under a perforated mat which is used to break it up.

AGITATION—In the agitator type of carbonator, the water is broken up by the agitator, bringing the minute particles of water in contact with the gas.

Essential For Tasty Drinks

Here is a filter and storage tank hook-up with carbonator and gas drum. Installation of filter and storage tank will improve the quality of water used in carbonator and save gas. Filter will clarify water, remove small particles of dirt and sand and prevent them from lodging under carbonator check valve, thereby eliminating leaks at this point. The most common hindrance to carbonation is air, which is usually drawn into carbonator when directly connected to city line or other line where water is under pressure. To eliminate as much air as possible, it is decidedly an advantage to use a storage tank. The air in the water has a chance to escape before it is drawn into pump, because storage tank is open to atmosphere.



SPRAY TYPE—In the spray type carbonator, the water is broken up into minute particles and allowed to spray through the gas.

In each of these methods, pressure assists in obtaining saturation and holds the gas in solution.

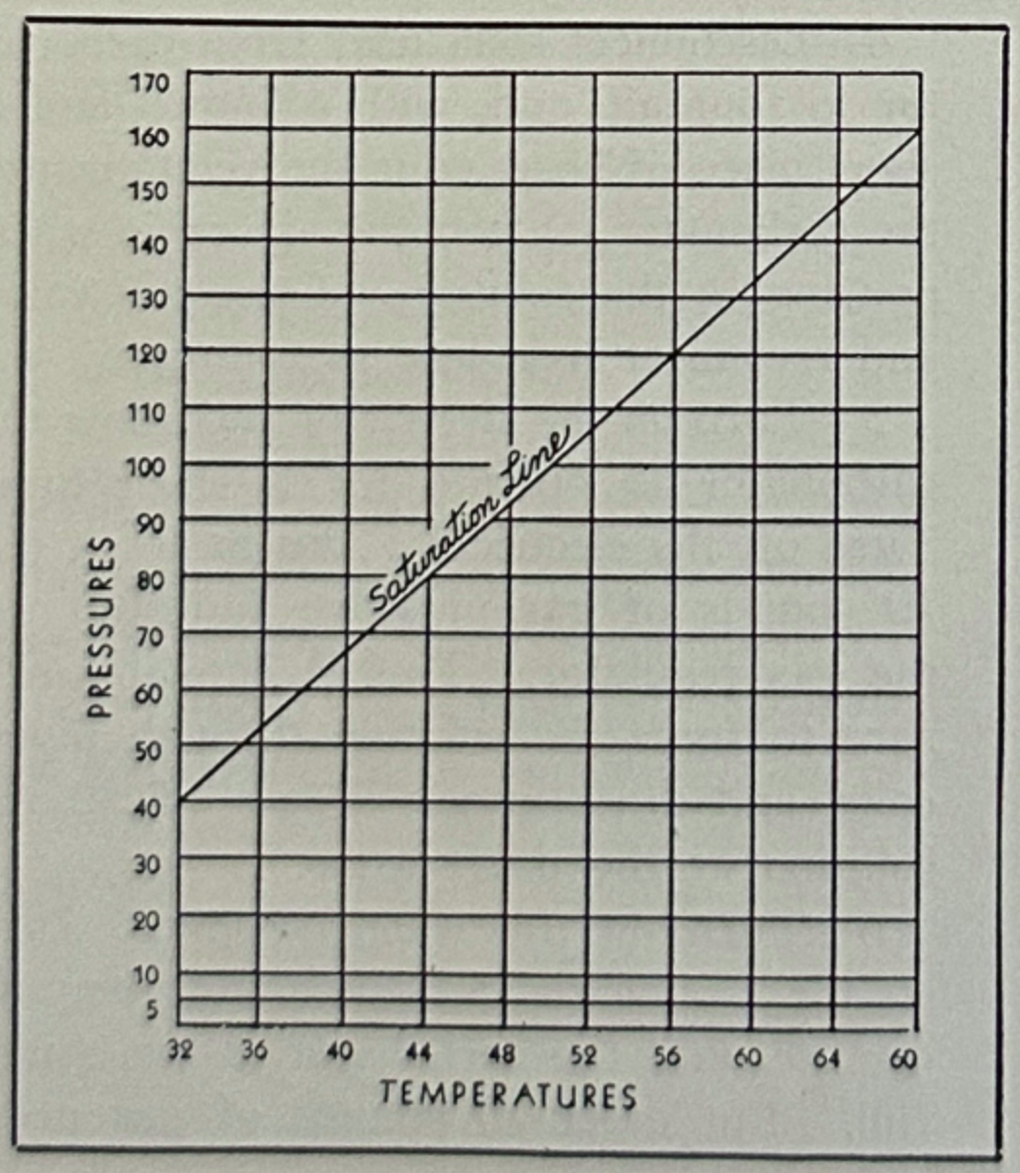
FILTER & STORAGE TANK

Every installation should have a filter and storage tank for the purpose of filtering the water of dirt and impurities and to eliminate air. Sand particles cannot lodge in the draft arms and cause "leaks" and loss of carbonic gas, and cannot interfere with the proper operation of the check valves. Such equipment prevents "back carbonation," or carbonating the city water supply.

Heat, air, grease, oil, dirt, and over-agitation defeat carbonation.

Locate the carbonator in a cool, dry spot as near the fountain as possible—and never near hot things like furnaces, ovens, or boilers. If the

Relation of Gas Pressure To Water Temperature



It has been the custom of fountain operators to determine upon some uniform or fixed gauge pressure and to use this pressure regardless of the temperature of the water entering the carbonator. This practice results in varying grades of carbonation as the temperature of the water used determines the amount of carbonation obtained. The idea that you can have saturated carbonated water at only one temperature and pressure is wrong as the chart at the left will show. The fact is that you can have saturated water at any pressure above 40 pounds if temperature is right; and that you can have saturated water at any temperature between 32 and 68 degrees, provided you have the right pressure. By studying the chart you will see that if the temperature of the water is 44 degrees the gas pressure must be 80 pounds—if you want saturated carbonated water. To use the chart to determine the theoretical gas pressure required to obtain saturation, take the temperature of the water entering the carbonator, follow the vertical temperature line until it crosses the saturation line and then follow the horizontal line to your left, and this will give you the pressure required.

CARBONATION

leaders pass through heated areas, insulate them with ice water insulation. Avoid sharp kinks and bends, and if these are unavoidable, increase the diameter of the pipe. The supply line to the carbonator should also be insulated.

OVER-AGITATION

Time is a factor in carbonation. Therefore do not try to use one carbonator where two are needed. Over-agitation will be the result, and gas will be driven out of the water. If the proper and continuous supply of water is not maintained, the same thing will take place.

Occasionally air gets into a carbonator through the city supply and makes the soda water milky in color. Blow off the air by opening the air vent once in a while. A storage tank allows air to leave the water before entering the carbonator. Air may accumulate in the pump valve assembly. Purge it at the air vent screw.

OIL AND GREASE

Air gets into a carbonator through carelessness. Never oil the gas regulator, and never put oil or grease on the pump plunger because the oil will be forced into the carbonator body. Observe these precautions, and oil cannot kill your carbonation. Dirt can be kept out by the use of the filter and storage tank, but in their absence, mud will settle in the bottom of the carbonator body. The method of removing this dirt is discussed later in this chapter.

If the carbonator is in a room which has a consistent, fairly high temperature, it is recommended that a pressure of 125 pounds be used, and it may in cases be required at 150 pounds.

DON'T SHUT OFF GAS

Leave the city water, gas, and electricity on at all times. Do not charge your carbonator and then shut off the gas. Good carbonation is impossible by this method.

Always open the gas control valve on the cylinder full. (Don't confuse this valve with the regulator valve.) Make sure there is a sound fiber washer where the regulator connects with the cylinder.

TEST FOR LEAKS

Test for leaks with a shaving brush and thick lather. No better method is known. If there is a leak, shutting off the gas line "at night" doesn't help matters. The gas loss is still there.

Temperature of the water in the cooling coils should be between 32 and 40 degrees. A filter and storage tank will overcome excess city water pressure. If charged water has a metallic taste, it is contacting iron or exposed copper. This is dangerous and should be investigated and remedied at once.

CLEANING CARBONATOR

Clean the carbonator thoroughly once a year. Follow these directions:

1—Empty the carbonator by drawing the water through the draft arm.

2—Pull the line switch. Shut off the gas drum and shut off the water supply line.

3—Make up a solution of bicarbonate of soda and warm water—three pounds of soda and enough water to fill the carbonator.

4—Disconnect soda lead from carbonator to fountain and, with a funnel and a short piece of hose, pour the solution into the carbonator. Open the air valve when pouring in the solution. Close air valve and reconnect soda lead to fountain.

5—Turn on the electricity and allow the carbonator to operate for a short time. Turn off the electricity. Put in about 60-70 pounds of gas pressure and shut off the gas regulator. This is enough pressure to force the solution through pipes, coils, and draft arms. Draw off all the solution at the draft arms.

6—Turn on the water supply. Turn on the electricity and allow the pump to operate until the carbonator is two-thirds full. Put in 60-70 pounds of gas pres-

sure. Shut off the gas at the drum. Draw off this rinsing water.

7—Carbonator is now clean. Start operation with normal gas pressure, and draw off the water until it is sparkling and clean.

Don't tinker with your carbonator if you don't understand the mechanism. In such a case, if the machine breaks down or you feel that it needs adjustment, call in a regular service man. You'll save yourself a lot of trouble and needless expense.

Care of Carbonator

OILING

Fill the oil cups with medium machine oil about once every two months. Fill the oil wells on the motor with sewing machine oil. About once in two months put a few drops of oil on pump plunger guide, and pivot screw for balancing lever.

CARE AGAINST FREEZING

If the carbonator is used during the winter, protect it from freezing. If the carbonator is not used during the winter, shut off the water and gas supply, drain off all the water and open the automatic knife switch.

SAFETY VALVE

It is set to open at 250 pounds—half the pressure under which your carbonator is tested. If it does not operate correctly, send at once for a new one.

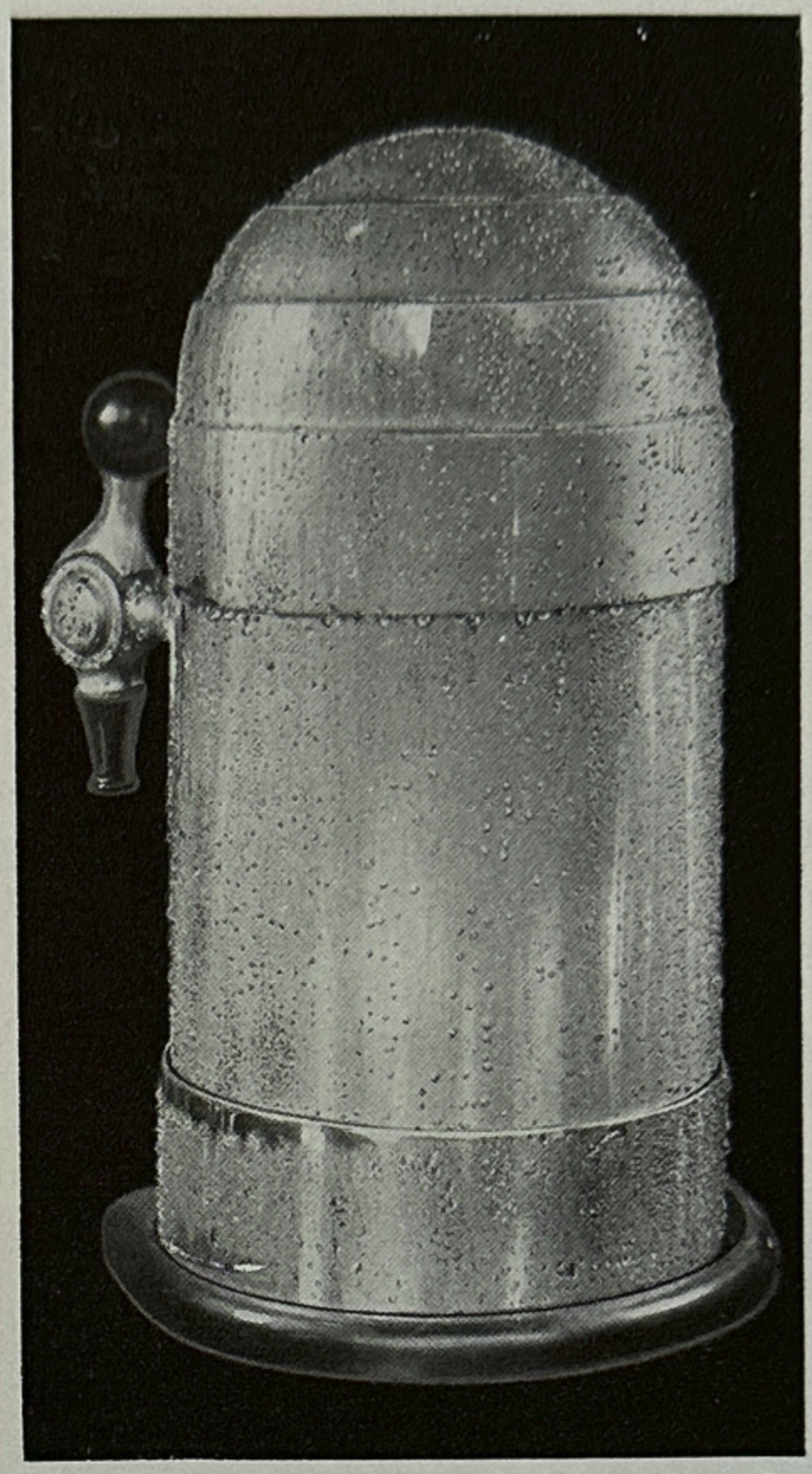
GAUGE

The pressure shown on carbonator gauge is usually a little lower than the pressure shown on gauge on regulator when the carbonator is in use.

PUMP

Be sure the pump has ample water supply. If the pump runs with only partial water supply, air will be drawn into the carbonator, the soda water spoiled, and the pump packing ruined.

Counter Cooler



This condensation-covered cooler for both carbonated and sweet water has a distinct thirst-appeal. It is mounted above the counter.

REGULATOR

If dirt gets into the regulator, it won't work. Careless handling of the regulator is also liable to crack the leader pipe or loosen the coupling to the gas inlet check.

TO CHANGE DRUMS

To change gas drums, open connection at cylinder valve coupling. Clean outlet of valve on the fresh tank, make sure there is a washer in coupling and pull up connection tight.

CARBONATOR MOTOR

When ordering repairs, always make a

copy of the nameplate so the supplier may know what is wanted.

Put light oil or soft grease in the oil wells about once every three months.

Your carbonator should operate freely by hand. If it does not, look for the cause of the overload—tight packing of pump, tight packing of agitator, tight pulley belt, lack of oil—and relieve the binding.

If the motor does not run, turn off the current and look for the trouble as follows: (1) Fuse blown, (2) automatic switch not making proper contact, and (3) loose connections.

If a fuse is blown, don't replace it with a larger one. Put back the same size. Use only 8-amp. fuse plugs on 110-volt motors and 4-amp. cartridge fuses on 220-volt motors.

AUTOMATIC SWITCH MAINTENANCE

Clean the switch contacts with fine emery cloth or sandpaper. Replace the spring if it has lost its action. The blade should make and break the circuit with the contacts sharply.

REGULATOR MAINTENANCE

The regulator reduces the carbonic gas pressure in the cylinder, which may reach 1500 pounds per square inch with a full tank.

The gas regulator is a delicate instrument. It should be handled carefully and always kept in first-class working order. Do not oil the regulator and gauge. Frequently, the cause of an expensive carbonic gas leak is attributable to a defective diaphragm in the regulator.

Leaks are due to improper handling of the regulator. It is *Imperative* that the thumbscrew be turned (counter-clockwise) as far as it will go when installing a new gas cylinder, otherwise the full pressure of the new cylinder may damage the diaphragm in the regulator.

CONNECTING REGULATOR

When you couple the regulator to the outlet of the gas cylinder valve, wipe the connection clean and use a hard fiber washer. Always open gas cylinder valve slowly. To open the regulator and increase the pressure, turn the adjusting screw slowly from left to right—with the hands of the clock.

To lower the pressure open the outlet valve and turn the adjusting screw from right to left—against the hands of the clock. Never turn the adjusting screw back unless the outlet valve is open and the carbonic gas is blowing into the air.

TESTING REGULATOR

To determine whether a leak occurs at the regulator, test it as follows: Uncouple the tubing to the carbonator, and turn adjusting screw back (to the left) until there is no tension on the springs. Then close regulator valve tight. If it reads more than 15 pounds, the regulator should be sent to the manufacturer for repairs. If it reads less than 15 pounds, it is all right.

GAS LEAKAGE

Carbonic gas leaks in the soda lines and at the draft arms form one of the largest single items of avoidable losses in connection with the operation of the soda fountain. The fact that these leaks are very easy to detect and to prevent, indicates that their existence is due to carelessness on the part of dispensers.

LEAKS AT DRAFT ARMS

The constant friction generated by the continuous operation of the draft arm levers soon wears out these washers, causing soda water to seep through, drop by drop. The quantity of soda water which thus escapes is considerable. Soda water leakage, however, is by no means the only attendant danger of worn out draft arm washers. Worn out washers pave the way to serious gas leaks. To overcome expensive gas and soda water leaks at this point of the fountain, worn out draft arm washers should be replaced about three times a year.

ESTABLISHED 1864

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Cleveland, Ohio
September 26, 1939

Mr. Howard B. Grant, Publisher,
Ice Cream Field,
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Dear Mr. Grant:

Ice Cream Field is mighty fine reading. The up-to-the minute articles by Ken Forrest, Elmer Wheeler and other contributors are invaluable to any salesmanager, whether he sells ice cream, two-pants suits or moth balls. The fellow that said, "There's nothing new under the sun," certainly never read Ice Cream Field.

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LOCATING GAS LEAKS

When closing up at night make a note of the pressure shown on the regulator gauge. Then close tightly regulator outlet valve and water outlet valve. This isolates carbonator.

If in the morning the pressure on the regulator gauge has not dropped more than 10 pounds the leak is in the fountain or leader pipe, gas tank—but if the pressure in the carbonator has dropped twenty or thirty pounds, the leak is in the carbonator.

SEARCHING FOR CARBONATOR LEAKS

1—Make a solution of warm water and soap and apply this solution with a brush around the stem of gas cylinder valve. If a leak is detected at the valve stem, open the valve further until it rests on its back seat, thus closing and preventing any leak through the packing around the valve stem. The leak around the packing should also be stopped by tightening up the packing nut.

2—Make sure there is a washer in the coupling to the cylinder valve and that this coupling is pulled up tightly.

3—Make sure there is a washer where regulator valve joins line and that the coupling is tight.

4—Apply soap solution to every connection on the carbonator. If there is a leak a bubble will form.

5—Leaks in regulator gauges are sometimes hard to catch. Put plenty of soapy water on them and watch closely.

6—Make sure that the back pressure-check closes tight. Remove back pressure check valve cap nut, lift out the valve, wipe out, clean, see that the rubber seat is in good condition, turning over or replacing if necessary.

If a hose is used between the regulator and the carbonator, it should be checked for leaks. Coat the entire rubber hose with the soapy solution. If a leak occurs near the ends, cut off the leaky part and re-fasten the hose with clamps, otherwise replace the hose.

The packings at the agitator shaft should also be checked. If the gas leaks here, turn the nut up tight, then back half a turn.

COMMON TROUBLES

When a machine does not start and stop automatically, correct the trouble as follows:

1—Put a drop of oil on balancing rod pivot screw.

2—See that hoses to balancing tank are straight. The seam in the hose should run straight.

3—Clean thoroughly and put a drop of oil on pivot screws of automatic switch blade contact and handle.

4—See that contacts of automatic switch are not corroded or foul. Clean with fine sandpaper or emery cloth.

5—Make sure that hoses are not clogged. Uncouple them and blow through if necessary.

6—If the motor does not run, the current is not on, a fuse is burned out, or a connection is loose.

7—Check adjusting nuts on trip rod. Long arm of handle should be held between adjusting nuts, with nuts spaced just far enough apart to permit switch to be thrown both ways before trip rod moves entirely up or down.

PECULIAR TASTE

1—Carbonated water by mistake may be connected to brass or copper water coils instead of block tin, or block tin lined soda coils.

2—If carbonator has been in use for a length of time, the peculiar taste could be due to mud in the bottom of the carbonator coming in from the city water. To remedy, disconnect carbonator, remove end or bottom and clean out interior.

3—CO_2 gas of inferior quality may have an oily or brackish taste.

LACK OF CARBONATION

Sometimes soda water is entirely flat.

Does the water enter the machine when the pump is running? It should show and rise in the water glass. If not, make sure the water is turned on. Then open vent screw in valve and run pump a few minutes. The water should spurt from the open vent with each stroke of the pump. If it does not, close water supply, lift out and examine the pump checks. Wipe them clean and if they do not seat properly, drop them in place and tap lightly with a hammer. Replace valves, turn on water.

Is the gas entering the machine? If it is, the regulator gauge will show pressure. If the gas is not entering the carbonator, the gas cylinder is probably empty, or a coupling is clogged by a misplaced washer. Such difficulties can easily be corrected.

The body of your carbonator should not be filled too high with water. If the agitator is covered—the body too full of water—it won't agitate. The water should never stand higher than 4 inches in water glass.

CARBONATED WATER TASTES "FLAT"

This is due to the carbonator filling up with plain water, which is caused either by too high a city water pressure or by low pressure in the CO_2 gas cylinder.

1—Check the pressure on the regulator gauge and temperature of water. (See chart.) Adjust if necessary.

2—If the pressure in the CO_2 cylinder is low, replace the cylinder with a fresh one.

3—If the water pressure is too high, install a water pressure reducer on the inlet water supply line, which will automatically reduce the pressure of the incoming water. A filter and storage tank will correct this.

RUNS CONSTANTLY

1—Check control switch and balancing beam assembly for freedom of operation, and make sure switch operates on both up and down motion.

2—In replacing washers or tightening coupling nuts on balancing tank hoses, care must be taken. The hose must be held in its natural position and not allowed to twist while coupling nuts are tightened. This twist in the hose will hold balancing tank up and carbonator will not cut out at proper point.

3—The washers in the bottom hose couplings on balancing tank may have become pulpy or swollen, restricting the flow of water from the carbonator to the balancing tank.

RUNS, BUT DELIVERS NO WATER

This may be due to the city water supply valve being shut off.

HOW TO FIX WATER LEAKS

(1) If water leaks at agitator shaft, probably the packing nut needs tightening. Turn up tight and back off one-half turn. (2) If water leaks at pump plunger in large amounts, the packing nut probably needs tightening. Turn it up tight and back off one-half turn. (3) A small amount of PLAIN WATER will always escape around the pump plunger. This is unavoidable and cannot be termed a leak. (4) A leak in the leader line can be repaired by cutting out the section that leaks and connecting a new piece with unions. Make sure connections are tight. (5) If water leaks from the safety valve, it will be necessary to change the rubber valve seat. To do this, shut off the current and gas tank. Drain carbonator and purge off any gas that may be in the carbonator. *Before removing the adjustment cap on this safety valve, note the number of threads exposed. When replacing cap see that the same number of threads are exposed.* After removing the cap, remove spring and valve. Install new rubber seat on valve and reassemble. As a further check, allow carbonator to build up a pressure of 250 pounds by holding in switch. If safety valve releases, it is adjusted correctly.

PROPER REFRIGERATION

You Can Please Your Customers With Drinks That Are Really Cold And With Carefully Refrigerated Ice Cream and Food

SUBJECTS COVERED IN REFRIGERATION CHAPTER

- Theory of Refrigeration
- Dry System
- Wet System
- Direct Icing
- Temperatures
- Care of Equipment

A drink, to be thirst-quenching, must be COLD. It will satisfy the customer and he will come back for more. A cold drink has a better flavor; it is more refreshing.

A clear understanding of the general mechanics of refrigeration is necessary for the owner as well as the operator of soda fountain equipment in order to maintain proper temperatures and keep operating costs at a minimum.

REMOVAL OF HEAT

The process of refrigeration is the removal of heat by the simple means of changing a refrigerant from a liquid to a gas, and changing the gas back to a liquid. For example, the action of a fan evaporates perspiration, and the changing of the fluid to "gas"—or air—actually causes a cooling effect.

Early refrigerants were principally sulphur dioxide, ethyl, and methyl chloride. When leaks occurred, sulphur dioxide gave off powerful fumes. Ethyl and methyl chloride were odorless. Relatively recent refrigerant development is F-12 (Freon). This is highly efficient, non-corrosive, non-toxic and has remarkable facility to mix with oil. Consequently a minimum of difficulty is experienced in expansion valve orifices. Because it is odorless, customers and employees are not driven out when leaks occur. Testing for leaks is done with a special torch.

KEEP COMPRESSOR CLEAN

The principal points to remember are to keep the compressor in a perfectly clean condition and oiled according to instructions, and, unless you are thoroughly familiar with the mechanical details, it is best to leave the control valves alone.

In early soda fountains, expansion chambers were commonly called "boilers" because the heat which was removed actually boiled the liquid refrigerant which was in the boiler. The boiler was immersed in a brine solution which was in contact with the ice cream sleeves.

As the heat was removed from the soda fountain, the ice cream sleeves became cold, and as the liquid refrigerant "boiled," the liquid changed to a gas just as water will change to steam when heat is applied. The refrigerant gas was conducted through a copper pipe to the compressor where the heat which was picked up by the boiler was

FOUNTAIN TEMPERATURE SCHEDULE

	Ideal (average)	Unsatisfactory
Ice Cream Cabinet (bulk)	8°	Above 12°
Ice Cream Cabinet (brick)	2°	Above 12°
Fountain Storage Compartment	40°	Above 50°
Jar Enclosure	42°	Above 50°
Bain Marie	40°	Above 50°
Water (sweet and carbonated)	39°	Above 45°

Note: The average ideal temperatures may vary according to localities and according to the quality of certain items being stored. For instance, persons in certain localities demand colder drinks than persons in other localities. Also, the necessary temperature for ice cream will vary according to the quality of the ice cream.

extracted. Then the refrigerant was again changed to a liquid, ready to be sent up to the fountain again to pick up another load of heat.

Early back bar refrigerators were cooled by a similar boiler to which tubes and fins were added. This type of boiler, however, took up a good deal of space from the available food storage space and also required very frequent defrosting in order to maintain the constant 50° F. temperature required. An entirely new type of back bar refrigerator boiler has been developed in the form of a thin flat plate. This plate requires very little space and therefore does not interfere with available storage space for food. Because of its large heat absorbing surface, it does not require frequent defrosting in order to maintain constant efficient food preserving temperature under 50° F.

In general, with "high" temperatures (classed from 38° to 50° F.), plates and coils exposed to air are used with expansion valves as the means of controlling the refrigerant. A regulator in the form of a thermostat bulb controls the valve, and the refrigerant is "expanded" directly into the plate or coil.

TWO SYSTEMS USED

There are two schools of thought in handling low or sub-zero temperatures. One is the direct expansion system using coils or plates around the ice cream sleeves. The other is to immerse a boiler in a solution of denatured alcohol in a tank which has the ice cream sleeves built into it.

In practice, ice cream is not actually refrigerated in the true sense of the word. It is already frozen, and all that is needed is to prevent heat from entering the ice cream and softening it. In reality, a "cold fence" is put around the ice cream to keep out the heat.

In cooling water, heat is extracted from the sweet and carbonated water, and the water bath in which the coils are immersed is used to keep the carbonated water and sweet (or ordinary) water from warming up again. In back bar refrigerators and salad cabinets, heat is extracted

from the foods, but in a butter storage cabinet and in cream storage, the food is "held" at a constant temperature of between 40° and 50° F.

SIMILAR TO HEATING SYSTEMS

A system depending on air contact can be likened to a heating system in a house using a hot air furnace. A system depending on brine can be likened to a hot water heating system in a house. The theory is, in the first case, that air will cool more quickly than fluid, and, in the second case, that fluid will hold its chill over a length of time, permitting "rest" periods for the compressor. Since various manufacturers make both types, the merits of each should be carefully considered before decisions are made in the purchase of equipment.

COOLING WATER

In cooling water, there are two principal schools of thought. One is the so-called instantaneous or flash type which cools water as it passes through the cooling coils which are generally wound tightly around the "boiler." According to the load or requirements, the expansion valve permits more or less cooling effect, and is controlled automatically. The other type is a large water bath of sweet water in which is immersed a water coil and a soda coil in contact with the cold water bath. In this instance, a boiler, or an expansion coil containing the refrigerant builds an ice formation on its surface which performs the cooling function to cool the water bath. Again we have the principle of the hot air furnace and the hot water system, and again there is the necessity for careful examination of the facts presented before decisions are made.

"DRY" AND "WET" SYSTEMS

In the consideration of relative merits of expansion coils or plates, or the tank containing alcohol—either used for holding temperatures of ice cream, the expansion coils or plates are usually described as the "dry" system and the tank as the "wet" system.

Like the house heated with a hot water system, the tank, or wet system, has residual "holding over" capacity of from 12 to 18 hours after stoppage of refrigeration because of power failure or compressor failure. It has "one less" control, i.e., the expansion valves, and operation is based on a longer cycle.

The expansion coil, or dry system, requires considerably greater skill in expansion valve adjustment, and because air contact is the means of "heat transfer," the operating cycles of the compressor are shorter. Maintenance of the "cold fence" around the ice cream is dependent on continued compressor operation, since there is no "hold over" of temperature maintenance after compressor failure.

CONTROLS

Equipment is available with automatic controls for all parts to be cooled, and there are certain types which have, in part, manual controls. Consideration is to be given to the advantages of both under specific circumstances. It is within reasonable expectation that equipment be made with visual controls, with the turn of a lever to raise or lower temperatures.

The function of the compressor is to draw the heat-laden gas back to the compressor and to re-compress the gas, removing the heat and converting it into a liquid again, so that it may be sent through the system and again expanded where cold is needed. Therefore, there is a system of two pipes, usually of copper, one of small diameter to handle the liquid and the other of larger diameter to handle the gas. It is of greatest importance that these lines be located in safe positions, so that they may be protected against damage. Joints are usually couplings and compression joints; shock or jar may loosen them and a slight leak will exhaust the odorless F-12. The slightest leak of sulphur dioxide will be noticeable. Equal

care is absolutely necessary around all boilers, plates, coils, and control valves. In earlier times, in order that the oil in a compressor might lubricate the internal parts, it was necessary to locate the compressor below the level of the "lowest" boiler, and all lines had to have a drop to the compressor to return the oil by gravity. It is now possible to have compressors as much as 20 feet above the level of the equipment and still obtain perfect lubrication because of the more efficient admixture of refrigerant and oil.

AVOID KINKS IN LINES

An efficiently installed system will have the lines straight, without kinks, and the lines should be anchored to prevent vibration, so joints will not loosen. A multi-control system should have a neat panel board with valves mounted on it and securely lashed.

GROUP SIMILAR UNITS ON ONE COMPRESSOR

It is good practice to group high temperature units such as back bar refrigerator bases, butter cabinets, and salad units on one compressor. Low, or subzero temperature units should be on a separate compressor. Cooler boxes combining three or more temperature variances and controlled automatically are produced by certain manufacturers on one compressor. It can be more harmful to have too much compressor capacity than to have too little. In the first instance the operating period is too short, and short cycling occurs; less than the required refrigeration is obtained, although the compressor may be oversize. In the second case, an undersized compressor works too hard. In either case, the electric consumption is out of proportion to what should be used. In both instances the compressor is worn out long before its normal period of life would expire.

Water cooled equipment should have brass supply and drain lines so that there may be no interference with continuous supply. Air cooled equipment should be placed so that there is plenty of cubic feet of air available for each compressor. Shield the compressors from condensation drip from the pipes above them so that rust will not form. Compressors should be mounted on a concrete base or sturdy steel frame to eliminate vibration.

CALL SERVICE MAN

Do not try to be your own refrigeration engineer. Call in your service man; that's his job. Your job is to protect your machine; oil it and keep it clean. Compressors operate for years under the right kind of treatment.

The carbonated water should be between 34 and 39° F. at the draft arm. If it is over 40°, your customers may become dissatisfied, and you should remedy the refrigeration immediately. No drink over 45° is palatable; and it means the loss of a customer in most cases. Water at 34 to 39° not only absorbs gas easily, but it retains the gas. Adding ice to the drink cools it, but it does not in any way improve the carbonation.

DIRECT ICING

In direct icing systems, the refrigerating coils in the cooler box should be just covered with water. This actually saves the ice; it does not waste it. If you use the ice alone, the coils are cooled only in places where they contact the ice. Air circulates and quickly melts the ice.

You get the full benefit of your icing, when the coils are just covered with water —because all parts of the coils are evenly cooled. The standpipe should be located in the cooler box so that it keeps the water at exactly the proper level. Do not break ice into large lumps. Break it to a size as used in the ice cream compartment, and distribute it evenly over the coils several inches deep.

QUALITY DRINKS AND

Good quality syrups and other ingredients make very little difference in your costs per serving—yet this tiny difference means a satisfied customer

SUBJECT COVERED IN FORMULAS CHAPTER

- Importance of Quality
- Chocolate
- Mixing
- Sodas
- Sundaes
- Miscellaneous Drinks
- Costs
- Holiday Specials

Quality is the big factor in the dispensing of drinks and sodas.

While you may attain a degree of success through aggressive merchandising and clean, snappy service, lack of quality will cut down your repeat business.

FIGURE YOUR COSTS

In order to know that you are making a profit on every drink or sundae you sell, you must figure your cost on every item. You will find that your cost on a *per serving* basis for quality fruits, syrups, and other ingredients has a very small effect on the *cost per customer*—yet it has a tremendous effect on the satisfaction of that customer. In setting up your costs, you will actually see the small difference in cost per serving between high quality and low quality ingredients. *A difference of 10% in the cost per gallon of syrup makes a difference of only about 1½% in cost per serving.* Don't risk losing a customer for the sake of saving a fraction of a cent on his sundae. You can afford quality, because it builds big profits.

The principles of soda fountain sanitation as outlined in another chapter in this manual apply to the serving of drinks and sundaes, and it is needless to stress the futility of trying to sell drinks and sundaes at a messy, careless appearing fountain.

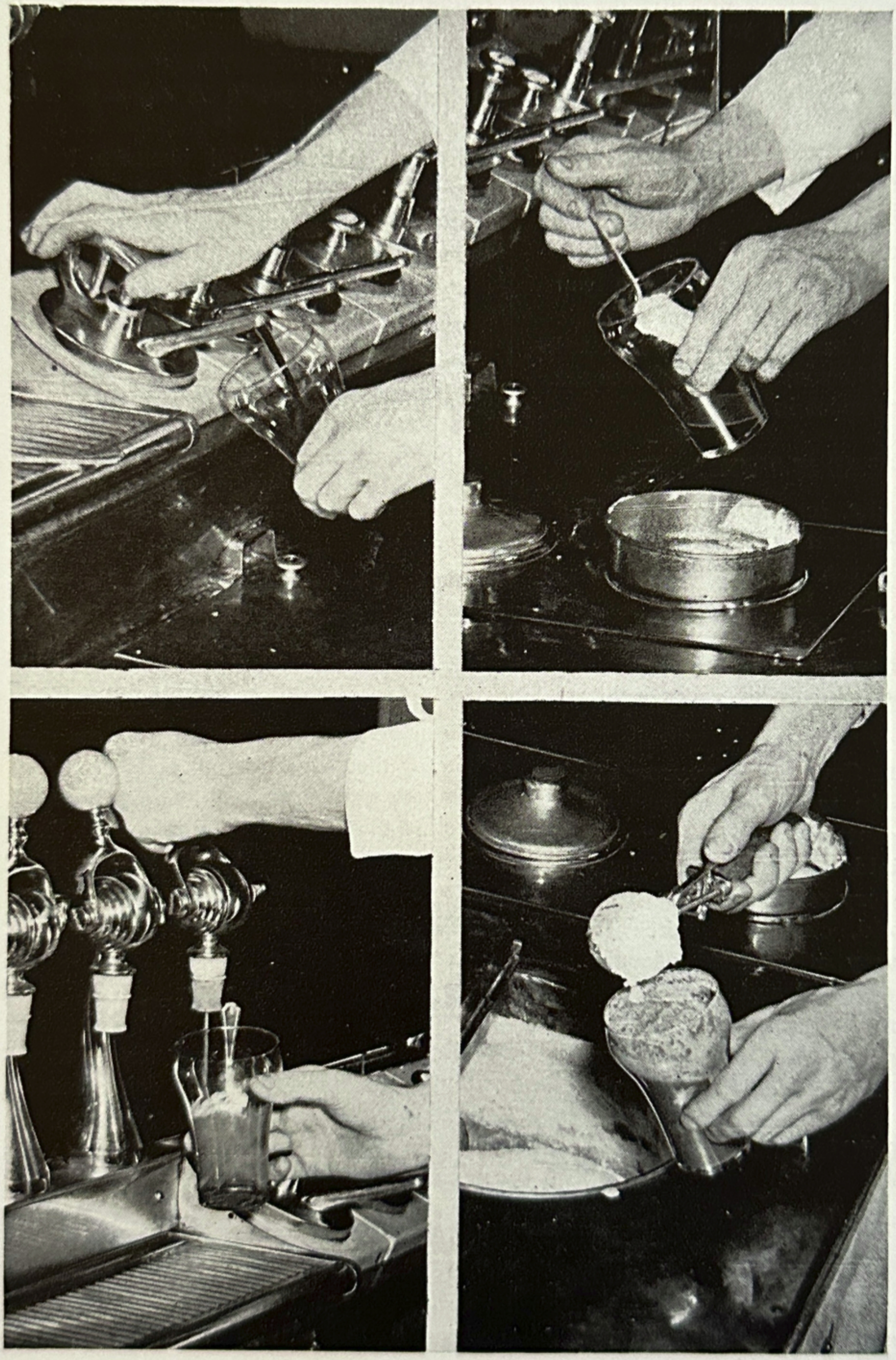
Use carefully planned merchandising campaigns to build up your fountain sales. Work along these lines with window and back bar signs and streamers:

"It is Chocolate Week at Our fountain."

"Featured this week — FOUNTAIN FRESH STRAWBERRY SODAS—They're Delicious!"

"It's Banana Week — Try our Banana Royale."

SUNDAES BRING REPEATS



Four steps in making a chocolate soda. (Upper left) Dispenser pumps syrup into bottom of glass. (Upper right) He adds soda spoon of whipped cream, stirring slightly. (Lower left) Then fine stream of carbonated water is directed toward side of glass until glass is approximately three quarters full. (Lower right) Adding ice cream. (The soda is then finished with the coarse stream). Quality syrups and ice cream, good carbonation, and careful dispensing all combine to make a good soda which in turn is a trade builder for your fountain.

FOUNTAIN FORMULAS

Scores of catchy, appealing names for drinks and sundaes can be used. Tie these up with your displays. Show your customers that you're on your toes.

And—above all—*use only quality ice cream and flavor. Top your sodas, malteds, and sundaes only with high quality chocolate, fruits, syrups, and toppings.*

Chocolate

How long since you've had a chocolate soda at your own fountain?

Are you satisfied with it? Are you proud of it? Is it good enough to make your customers smack their lips and tell their friends that your fountain serves the best chocolate sodas in town?

MOST POPULAR FLAVOR

If you're not serving the kind of a chocolate soda that will do that, you're missing the greatest opportunity your fountain has. In the field of flavors, chocolate is king. It is the one great universal flavor preferred by all classes, all ages, and both sexes in every civilized country.

No other flavor even approaches chocolate in world-wide popularity or acceptance. In the confectionery field, chocolate candy far outsells every other flavor. In the bakery field, chocolate cakes far outsell every other kind of cake. It is both a food and a satisfying confection, but (and here is the great big BUT) there is a tremendous difference in chocolate.

CHEAP CHOCOLATE IS NO BARGAIN

Did you know that all chocolate is made from cocoa beans and that cocoa beans vary considerably in price? A manufacturer can make your pure chocolate or pure cocoa from the cheapest beans or he can make a superlative product from the higher grade beans. *If you're buying cheap chocolate for your fountain, don't fool yourself into thinking you are getting a bargain because it's more dangerous to the success of your fountain to buy cheap chocolate than cheap coffee would be to a restaurant.*

You must remember, also, that there has been a great improvement in chocolate in the past few years. A chocolate that would satisfy your trade twenty years ago will not hold or build business today. Progress and change is the rule of the world and no where is this more evident than in your chocolate.

Be critical of your own service. Put yourself in the position of one of your most hard-to-please customers. Watch your fountain. Step up to a few customers after they have had a chocolate soda and ask them if they enjoyed it. Ask them if they ever had a better one anywhere — or better still, start yourself to improve your own chocolate service and spend a week or two on this one important subject.

Get in touch with some of the best manufacturers of chocolate in the country. Ask for their co-operation and help. Tell them you want to serve the finest chocolate possible to produce. You will find them willing and anxious to tell you all they know about chocolate and help you in every way possible.

Mixing Drinks

Do not become careless or messy in your attempt to speed up your drink service or to make an impression. This wastes time and money, and messy service is obnoxious to the customer.

QUALITY, UNIFORMITY NEEDED

Build yourself a reputation for quality and uniformity. This will bring in the repeat business—and that's where the profits are.

The mixing of a drink definitely reflects to the quality of the

drink. To attain the peak of perfection in smoothness, taste, and appearance, a drink must be aerated or fluffed to the maximum during mixing.

To prepare a drink with maximum aeration, several factors must be considered.

TEMPERATURE OF INGREDIENTS

The coldest mix permits the greatest aeration. When the temperature of the mixture rises above 32 degrees, it begins to lose its ability to hold air with a resultant loss in taste and volume. Therefore, ice cream should be kept at low dipping temperature; milk and other ingredients as cold as possible and mixing containers chilled.

The action of the agitator is an important part of the mixing. To get the best results, this action must break the ice cream into fine particles, but still retain its original overrun. Air must be *folded* into the mixture as it is being mixed. Too violent a cutting action will reduce the ice cream to a liquid state and will break down the air cells which reduces the volume and flattens the taste.

Sufficient time must be allowed to whip in the maximum amount of air the mixture will hold and to mix all ingredients into a smooth, thoroughly blended drink. Do not sacrifice quality for speed. Give the drink time to mix.

Sodas

There are three types of soda in general use. **Plain Soda** is a mixture of syrup and carbonated water. Only syrups that are not associated with milk or cream are used.

The **Cream Soda** is a mixture of carbonated water, milk or cream, and syrups such as vanilla, coffee, chocolate, etc.

By far, the most popular form is the **Ice Cream Soda.** This consists of a specified quantity of ice cream added to a mixture of carbonated water and syrup.

Here is the way to make a good chocolate soda:

Pump 1½ ounces of chocolate syrup into the bottom of a 10 or 12 ounce glass. Add and slightly stir a soda spoon of whipped cream or ½ oz. of coffee cream. Then use a fine stream of carbonated water (directed toward the side of the glass) until the glass is three quarters full. Add two No. 24 scoops of ice cream and finish with the coarse stream. (A fine stream might be more desirable, but it is not always practical.)

The same procedure is followed in the making of fruit flavored sodas, except that a fruit syrup mix is used. This type of mix cannot be used in a pump, but must be ladled out. This mix, which is used for both sundaes and sodas, can be made in the following manner:

1 part of concentrated fruit syrup.
1 part of crushed fruit.
2 parts of simple syrup.

Do not serve a soda with the spoon in the glass and do not attempt to mix the soda with a spoon as this will release much of the carbonic gas and tend to make the drink taste flat.

There are limitless possibilities for variety in making Ice Cream Sodas. Here are a few examples:

Chocolate Pineapple Ice Cream Soda

In a Giant Soda Glass put 1 ounce of Crushed Pineapple, 1 ounce Chocolate. Mix thoroughly. Draw fine stream carbonated water, until glass is ⅔ full. Add a No. 16 dipper Chocolate Ice Cream. Finish with coarse stream. Top off with spoonful of whipped cream and serve.

Mocha Chocolate Ice Cream Soda

Into a Giant Soda Glass put ½ ounce Coffee Syrup, and 1½ ounces Chocolate Syrup. Draw fine stream carbonated water until glass is ⅔ full. Add No. 16 scoop chocolate ice cream. Finish with

coarse stream carbonated water. Top off with spoonful whipped cream.

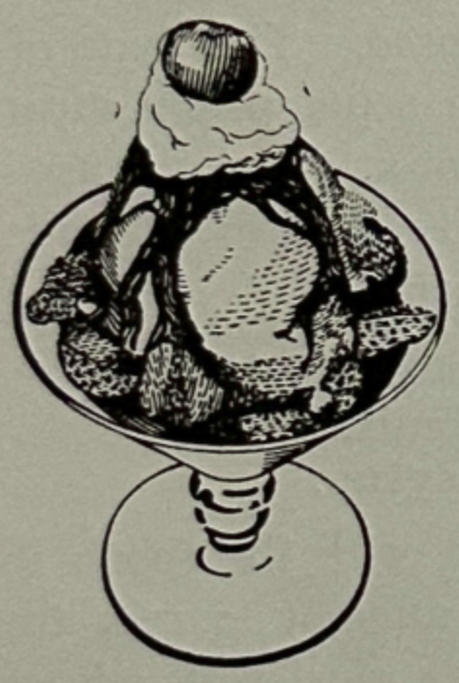
Boston Coffee Ice Cream Soda

Into a Giant Soda Glass draw 2 ounces Coffee Syrup; add ½ ounce sweet cream, and fill glass about ¾ full with carbonated water, fine stream. Into this drop a No. 16 dipper vanilla ice cream. If glass is not full finish with coarse stream.

Sundaes

A sundae is simply a specified quantity of ice cream with one or more syrups, nuts, crushed fruits, topped with whipped cream. It may or may not contain dressing or topping.

Aside from the standard sundaes, here again the operator has a boundless field of formulas from which to draw. A well-made sundae is a really refreshing dish, and the operator should be prepared to offer a variety that will not only delight his customers' tastes but will also appeal to their whims and fancies.



Here are some formulas for the more popular sundaes:

Banana Royale (using Banana Split Dish)

Peel Banana and slice lengthwise into halves; place cut side up—then place 1 No. 20 or No. 24 Scoop Vanilla Ice Cream and one of Chocolate or Strawberry Ice Cream; cover Vanilla with ½ oz. Strawberry Syrup and Chocolate or Strawberry Ice Cream with ½ oz. of Pineapple Syrup; top with Whipped Cream and Chopped Nuts.

Banana Split (using Banana Split Dish)

Peel Banana and slice lengthwise; place cut side up; then scoop 1 No. 20 or No. 24 Scoop of Vanilla and another of Chocolate Ice Cream; cover Vanilla with Strawberry Fruit and Chocolate with Pineapple Fruit; top with Whipped Cream and Cherries.

According to price, a third scoop of Strawberry Ice Cream could be used and covered with Chocolate Syrup.

Banana Skyscraper

½ oz. Syrup, any flavor—1 No. 20 or No. 24 Scoop Vanilla Ice Cream—quarter one Banana and stand upright around glass; one No. 20 or No. 24 Scoop Chocolate Ice Cream; cover with 1 oz. Chocolate Syrup, Whipped Cream and Cherry.

Boston Nut

2 No. 24 Scoops Vanilla Ice Cream; cover with crushed Raspberry; then garnish with assorted whole Nuts and Whipped Cream.

Buster Brown

Place two No. 24 Dishers of Vanilla Ice Cream; cover with Ladle of crushed Cherries—add ½ Ladle of Chocolate Syrup and top with crushed Nuts.

Butterscotch Nut

2 Scoops Vanilla Ice Cream; cover with 1 oz. Butterscotch Syrup, Chopped Nuts and Cherry.

Caramel Nut

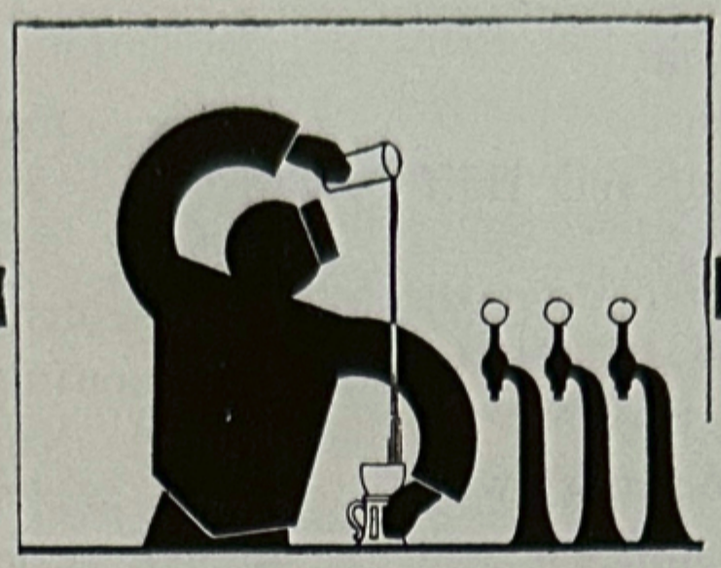
2 No. 20 or No. 24 Dishers of Vanilla Ice Cream; cover with 1 oz. Caramel Cream Syrup—ground Walnuts or Pecans; top with Whipped Cream.

Chocolate Glow

In bottom of Sundae dish, place ½ oz. Chocolate Syrup; add two No. 24 Dishers Vanilla Ice Cream; cover with 1 oz. Butterscotch and top with Whipped Cream.

Chocolate Banana Sundae

½ oz. Chocolate Syrup
1 No. 20 or No. 24 Scoop Vanilla Ice Cream



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Slice 4 or 5 pieces of Banana
1 Scoop Chocolate Ice Cream
Top with Whipped Cream and Half Cherry.

Crushed Fruit Sundae

In a Sundae glass, place two No. 24 Dishers of Vanilla Ice Cream; cover with 1 to 1½ oz. of desired Fruit and top with Whipped Cream.

Chocolate Marshmallow

1 Scoop of Vanilla Ice Cream
½ to 1 oz. Chocolate Syrup.
1 Scoop of Chocolate Ice Cream
Cover with ½ to 1 oz. Marshmallow.
Top with Cherry.

Chocolate Nut

2 Scoops of Vanilla Ice Cream. Cover with 1 oz. Chocolate Syrup and sprinkling of Nuts.

Chocolate Peanut Special

2 Scoops No. 20 or No. 24 of Vanilla Ice Cream; cover with 1 oz. Chocolate Syrup and place on top liberal quantity of Salted Peanuts.

Chocolate Sundae

2 Scoops of Vanilla Ice Cream, covering with Chocolate Sauce. Top with Whipped Cream and Cherry.

Fruit Salad Sundae

Equal portions of Mixed Fruits in Season—covering 2 Scoops Vanilla Ice Cream—top with Whipped Cream or Marshmallow.

Gold Dust Twins
(Use Banana Split Dish)

2 No. 20 or No. 24 Dishers of Chocolate Ice Cream; cover with Chocolate or Maple Syrup; sprinkle with ground Biscuits or top with Almond.

Maple Walnut Sundae

Place Scoop of Maple Walnut Ice Cream; cover with ½ oz. Maple Syrup; then place 1 Scoop of Vanilla or Maple Walnut Ice Cream; covering with Maple Syrup and Chopped Nuts.

Marshmallow Nut

Mix together ½ oz. Marshmallow; ½ oz. Butterscotch and 2 Spoonfuls of ground Nuts — pour over one No. 16 Disher of Vanilla Ice Cream; top with whipped Cream and Cherry.

Oriental Pineapple

2 Scoops Vanilla Ice Cream; ½ Ladle crushed Pineapple; slices of Banana around the edge; sprinkle with chopped Nuts and Whipped Cream.

Peach Melba
(using round, cut glass plate)

One half yellow Cling Peach, placing within 1 No. 20 disher of Vanilla or Peach Ice Cream—over all pour Strawberry Syrup—sprinkle with fine Cocoanut and top with Whipped Cream and Cherry.

Pineapple Delight

2 Scoops of Pineapple or Vanilla Ice Cream; covering with ½ Ladle Pineapple Fruit; then cover with ½ Ladle Marshmallow and sprinkle with Pecan Nuts.

Pineapple and Fresh Strawberry Delight

Prepare fresh pineapple by cutting in slices and then peeling, being careful to remove all "eyes."

Put into chopping bowl and, with hand chopper, mince fairly fine.

Cut fresh strawberries which have been hulled and washed in half. Combine the two fruits and put into crock with fine fruit sugar sprinkled over same.

To two pineapples and two boxes of berries use 1-1X box of the sugar. Put this mix in cold place for an hour or so before using.

To assemble sundae:

No. 30 scoop of Strawberry ice cream

No. 16 scoop of Pineapple water ice
1½ ounce of fruit mix

Top with whipped cream which has been lightly sweetened with 4X confectioner's sugar and flavored with a drop or two of vanilla.

Peach and Blackberry Tulip Sundae

(If your unit is in a college or school vicinity where the colors are yellow and black, name this item after the school)

Pare fresh, ripe peaches with a sharp knife and put them immediately into simple syrup so they will not discolor. Wash and pick over ripe blackberries and place in bowl with fine fruit sugar sprinkled over them. Put into refrigerator for several hours. Just before service remove and drain off the simple syrup from the peaches. Do not throw this simple syrup out. Use it in your fruit salad. Combine the peaches and blackberry mix.

To assemble:
No. 30 scoop vanilla ice cream
No. 16 scoop orange water ice
1½ ounces fruit mix

Top with whipped cream as suggested in previous recipe and garnish with a whole blackberry.

Setting Sun Tulip Sundae

No. 30 scoop raspberry water ice
No. 16 scoop orange water ice
1½ ounces raspberry fountain fruit (or fresh raspberry mix in season)

Top with marshmallow which has been colored a delicate yellow. (Whipped cream may be used in combination with the marshmallow, using ⅓ as much marshmallow folded carefully into the whipped cream. In which case you may tint the marshmallow a bit more heavily. Use egg colorings.) As garnish use a small section of fresh orange.

Orange Delight Tulip Sundae

No. 30 scoop Vanilla Ice Cream
No. 16 scoop Orange Water Ice
1½ ounce fresh orange mix
(California oranges No. 176 size cut in small sections simple syrup poured over. Let stand in refrigerator for at least two hours before service)

Top with marshmallow and toasted cocoanut. (Whipped cream may be used instead of marshmallow)

Walnut Chocolate

In a glass, place one No. 24 Scoop of Chocolate Ice Cream; cover with ½ oz. Chocolate Syrup; then place 1 No. 24 Scoop Vanilla Ice Cream, covering with Chocolate Syrup. Garnish with Walnut halves.

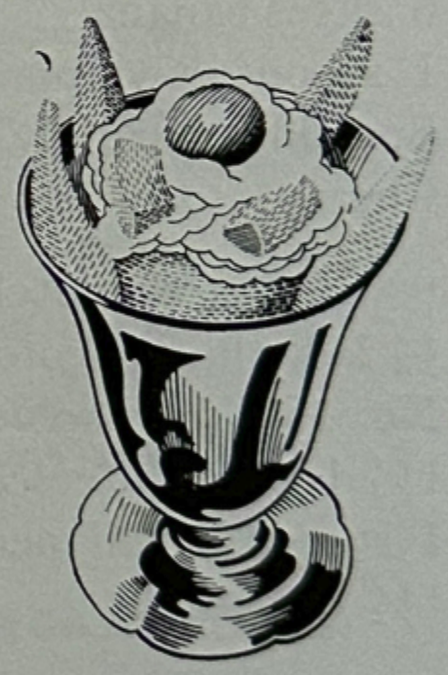
FRESH FRUIT SUNDAES (In Season)

Canteloupe Sundae

Cut Ripe Canteloupe in half and clean, in it place one No. 20 Disher of Vanilla Ice Cream; cover with Cherry Syrup and top with a sprinkle of Nuts and a Cherry.

Fresh Peach

2 Scoops of Vanilla Ice Cream or Peach Ice Cream, covering with Ladle of fresh Peaches that have been left to stand in Sugar 3 or 4 hours.



Fresh Raspberry

2 Scoops of Vanilla or Red Raspberry Ice Cream. Prepare Raspberries by picking over and leaving to stand in Sugar; cover the Ice Cream with a Ladle of this Fruit, and topped with Whipped Cream.

Strawberry Sundae

2 Scoops of Vanilla Ice Cream or fresh Strawberry Ice Cream, covering with liberal ladle of fresh Strawberry Fruit.

It is always wise to clean and prepare fresh fruit ahead of time. Place it in a glass dish, cover with sugar and let stand in a cool place until the sugar dissolves, to make a delicious fresh fruit flavor.

SPECIAL SUNDAES

Mary Ann

Hot Fudge Mary Ann. Small round individual sponge cakes can be procured from your baker. Place a No. 20 scoop in the center, top with hot fudge and a sprinkle of nuts. Many varieties of this sundae will prove popular with your customers.

Coney Island Sundae

Sprinkle ground nut meats on a special platter; then place a small disher of vanilla ice cream, one of strawberry ice cream and one of orange water ice on the platter; place a small disher of pineapple water ice on top of the three mounds in the center. Pour a ladleful of crushed raspberries over all. Cover with whipped cream and place a whole cherry in the center.

Banana Pineapple Delight

½ ladle pineapple
No. 16 dipper ice cream, chocolate and vanilla
1 ladle pineapple
6 slices banana
1 spoonful whipped cream
Sprinkle sparingly with chopped nuts
Cherry

Butterscotch Pecan Sundae

½ ladle butterscotch
No. 16 dipper ice cream
1½ ladles butterscotch
1 spoonful whipped cream
1½ oz. pecans

Chocolate Almond

1 ladle bittersweet chocolate
No. 16 dipper ice cream
1 ladle bittersweet chocolate
1 spoonful whipped cream
½ oz. almonds

Chocolate Marshmallow Nut

½ ladle marshmallow
½ ladle bittersweet chocolate
No. 16 dipper ice cream
Place each in a glass in order given
½ ladle bittersweet chocolate
½ ladle marshmallow
1 spoonful whipped cream
½ oz. chopped nuts

Fruit Marshmallow Nut

1 ladle fruit sauce
1 No. 16 dipper ice cream
½ ladle marshmallow
Place each food in a glass in order given
½ ladle fruit sauce
1 spoonful whipped cream
½ oz. chopped nuts
Cherry

Hot Butterscotch Marshmallow

1 ladle marshmallow
No. 16 dipper ice cream
1 spoonful whipped cream
1½ oz. hot butterscotch in fudge pitcher

Hot Butterscotch Nut

1 spoonful whipped cream
No. 16 dipper ice cream
1 spoonful whipped cream
½ oz. chopped nuts
1½ oz. hot butterscotch in fudge pitcher

Hot Chocolate Marshmallow

1 ladle marshmallow
No. 16 dipper ice cream
1 spoonful whipped cream
1½ oz. hot chocolate in fudge pitcher

New York Sundae

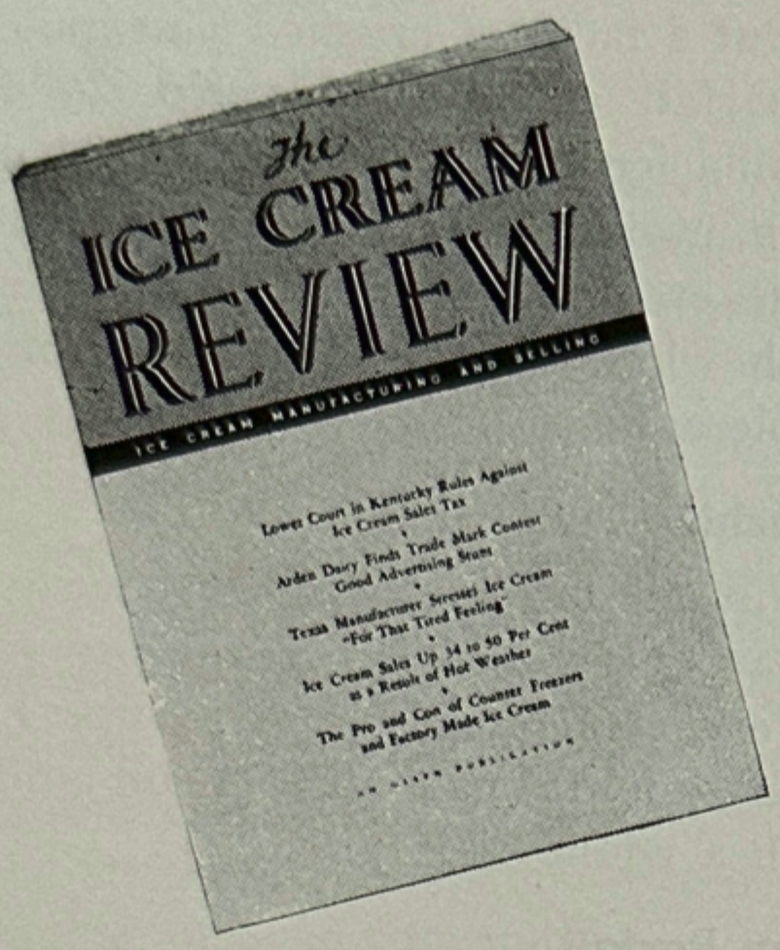
1 No. 16 dipper vanilla ice cream
1 No. 16 dipper chocolate and strawberry ice cream
1 ladle bittersweet chocolate
1 spoonful whipped cream and cherry

Pineapple Pecan

1 ladle pineapple sauce
No. 16 dipper ice cream
1 spoonful whipped cream
1 ladle pineapple sauce
½ oz. pecans

Raspberry Nut

1 ladle raspberries
No. 16 dipper ice cream
1 ladle raspberries
1 spoonful whipped cream
½ oz. chopped nuts
Place each in dish in order given.



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Red Raspberry Sundae

1 ladle red raspberries
1 No. 16 dipper ice cream and orange ice
1 ladle red raspberries
1 spoonful whipped cream

Parfaits

Because almost any flavor combination may be used, the parfait is always an appealing and colorful combination for your customer. Here are some parfait formulas that should prove useful to the average fountain operator:

Barber Pole Parfait

Put a spoonful of crushed cherries into a parfait glass and add a No. 30 scoop pineapple ice cream, a spoonful of crushed pineapple, a No. 30 scoop strawberry ice cream and one spoonful of crushed strawberries. Finish with whipped cream and top with a Maraschino Cherry.

Black and White Parfait

Put a No. 24 scoop chocolate ice cream, then a measure of marshmallow. Add a No. 24 scoop of vanilla ice cream and a spoonful of bitter sweet fudge. Finish with salted peanuts, whipped cream, and a Maraschino Cherry.

Contract Parfait

Put a No. 20 disher of vanilla ice cream into a parfait glass. Pour over this a ladle of old fashioned chocolate. Add a spoonful of chopped almonds. On top of this place a No. 24 disher of chocolate ice cream and pour over this a small ladle of marshmallow float. Top with ground almonds and a Maraschino Cherry.

Century Parfait

Put a No. 24 scoop vanilla ice cream into a parfait glass, one ladle orange pineapple, one No. 24 scoop of chocolate ice cream, one ladle crushed raspberry. Top with whipped cream and spoonful of walnut sundae.

Co-Ed Parfait

Put a ladle of crushed pineapple into a parfait glass. Add a No. 24 dipper vanilla ice cream, then a No. 24 dipper of mint ice cream. Finish with half a ladle creme de menthe syrup. Top off with whipped cream and a green pineapple cube.

Sunshine Parfait

Put one ounce of raspberry syrup into a parfait glass, a No. 20 dipper vanilla ice cream, 1 ounce lemon syrup. Finish with spoonful whipped cream and top with a whole cherry.

Prom Parfait

Put a No. 24 disher of strawberry ice cream into a parfait glass. Pour over this a half ladle of crushed strawberries. Then add a No. 24 disher of vanilla ice cream and half a ladleful of crushed pineapple. Top with whipped cream and a whole cherry.

American Beauty Parfait

Put into a parfait glass in the order named: 1 ounce cardinal syrup, 1 No. 24 scoop vanilla ice cream, ½ ounce pineapple syrup, 1 No. 24 scoop chocolate

HARD AND SOFT PARFAITS

HARD PARFAITS

Combine in parfait glass in order given:
½ oz. fruit
1 spoonful ice cream
½ oz. fruit
1 spoonful ice cream
½ oz. fruit
1 spoonful whipped cream and cherry

SOFT PARFAITS

1 oz. fruit
No. 16 dipper ice cream
Put in shaker and stir with spoon until soft
Top with whipped cream and cherry

ice cream. Top off with whipped cream and a whole cherry.

FLOATS AND FRAPPES

A float is a disher of ice cream floated on a plain soda. A simple float may be made with Root Beer and ice cream. Use a 12-ounce glass for a float.

A frappe is made in the following manner: Place in mixer two small scoops of ice cream, 1½ ounces crushed fruit, two spoons whipped cream; rotate high with hand on shaker; pour into tulip sundae glass, top with whipped cream dash of nutmeg and cherry.

An attractive combination may be made with the following formula:

Mocha Frappe Float

Put into a container one ounce chocolate syrup, 2 ounces of milk, 1 No. 16 scoop of chocolate ice cream. Add 4 ounces freshly made coffee which has been thoroughly chilled. One service of instant coffee powder may be used with four ounces of water. Blend and aerate on a drink mixer. Top with 1 No. 24 scoop of vanilla or coffee ice cream. Cover with whipped cream. Sprinkle with finely crushed vanilla wafers and garnish with red cherry.

MIXED ICE CREAM DRINKS

Ice cream sodas were the only ice cream drinks available in the early days of the soda fountain. Later, the introduction of the electric mixer made it possible to serve milk shakes and malted milks profitably and quickly. The operator should not overlook the importance of the mixed ice cream drink.

Mixed ice cream drinks are popular and have been accepted by the public. Don't overlook their profit-building possibilities. Here are a few tested recipes for mixed ice cream drinks:

Orange Pineapple Shake

Into the mixing container put:
3 No. 24 dippers orange sherbet
6 ounces milk

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Always Remember

Add 1 to 4 tablespoonfuls of Angostura Bitters to a little water, hot or cold, and serve

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1 ounce crushed pineapple

Aerate on your drink mixer and pour into a 12-ounce clean and sparkling glass and top with whipped cream.

Russian Frosted Coffee

Into a mixing container put:
1 individual service instant coffee powder
2 No. 20 scoops of vanilla ice cream or coffee ice cream
5 ounces of milk

After thoroughly blending on your mixer, serve in a sparkling 12-ounce glass.

Grape Collins

Into a mixing container put:
Freshly extracted juice of one lime
Add 4 or 5 ounces of Grape Juice
1 oz. simple syrup or soda spoon of sugar
Several scoops of crushed ice

Blend and chill thoroughly on your drink mixer. Finish off with carbonated water and serve in a crystal-clear 10-ounce glass.

Orange Rickey

Into a mixing container put:
5 ounces of fresh orange juice
Plenty of cracked ice

Place on mixer for 15 seconds. Add ginger ale and pour into 12-ounce glass and float with a No. 24 scoop of orange sherbet. Garnish with a spring of mint and a cherry.

Orange Fluff

Into a mixing container put:
Juice of one orange freshly extracted
1 ounce of simple syrup or 1 teaspoon of sugar
4 ounces of real cold milk
1 No. 12 scoop of vanilla ice cream
Mix

Frosted Lemon

Into a mixing container put:
Juice of one lemon freshly extracted
1 dash Bitters
1 egg
1 No. 20 scoop vanilla ice cream
½ oz. simple syrup or 1 spoon sugar
1 ladle marshmallow
3 oz. carbonated water

Mix on mixer until all ingredients are thoroughly blended. Finish with carbonated water and serve in a 12-ounce crystal-clear glass.

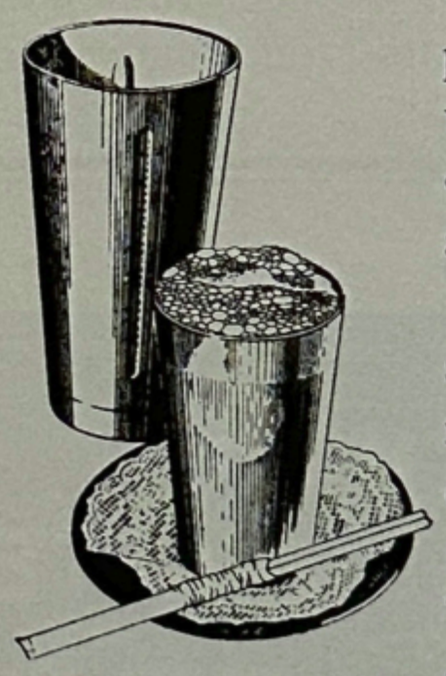
Orange or Lemon Freeze

Into the mixing container put:
Juice of one orange or lemon
4 ounces of milk
1 scoop of orange or lemon ice
1 oz. of simple syrup or 1 teaspoon sugar

Whip to its full consistency of goodness on mixer and serve in a 10-ounce glass. With mint garnish it is cool and refreshing.

Milk Drinks

As mentioned previously in this chapter, chocolate is your best-selling flavor. Therefore it is wise to purchase or make the highest quality product possible, which, if featured, can result in many additional sales.



Together with the syrup, you should maintain the quality of your milk shakes from start to finish. The public is health-minded, and well flavored and nutritious milk shakes assure you of that repeat business which is so vital to the success of your fountain.

Follow these formulas in every detail and you will please your customers.

Chocolate Malted Milk—Into a malted milk shaker dispense 1 oz. chocolate syrup. (Set pump with graduate). Add one No. 16 dipper vanilla ice cream. Add 6 oz. of milk. Add 1 oz. malted milk. Put on mixer for minute. Pour 10 oz. glass ⅔ full and set shaker before customer to finish at leisure.

Chocolate Milk Shake—Put 1 oz. chocolate syrup in shaker. Add 1 No. 16

dipper ice cream and 6 oz. of milk. Agitate on mixer. Top with small spoonful of whipped cream. Serve same as malted milk.

Malted Milks Other Than Chocolate— Use 1½ oz. syrup or one ladle of desired fruit and proceed same as chocolate malted milk.

Ades and Miscellaneous Formulas

GINGER ALE

Serve in 10 oz. glass or split bottle.

GRAPE JUICE—PLAIN

6 oz. grape juice and ice served in 6 oz. glass

HOT OVALTINE

2 teaspoons Ovaltine
1 cube sugar
6 oz. milk
Mix in hot cup
Top with spoonful of whipped cream

FRESH ORANGE JUICE

6 oz. orange juice and ice.
Strain orange juice unless otherwise requested.

FRESH LEMONADE

Juice of 1 lemon
2 teaspoons sugar
Ice and water to fill a 14 oz. glass
Shake well, add cherry

GRAPEADE

2 oz. grape juice
½ oz. simple syrup
Ice and water to fill a 10 oz. glass

FRESH LIMEADE

Juice of 1 lime
½ oz. simple syrup
Ice and carbonated water to fill a 10 oz. glass
Drop ½ lime in the finished drink
Do not shake

FRESH ORANGEADE

Juice of 1 orange
Juice of ½ lemon
1½ teaspoons sugar

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Ice cream may be rich, creamy and correct as to color, but what can make YOUR ice cream tops is FLAVOR.

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Here's How to Make a Good Simple Syrup

14 lbs. of Granulated Sugar
1 gallon water
Bring the water to room temperature (70 degrees),
add sugar and stir until dissolved.

Syrup made as above will not ferment or turn sour. This method produces two gallons of the best syrup. As sugar brings out the flavor in most fountain beverages, it is poor economy to be sparing in its use.

Ice and water to fill a 14 oz. glass
Shake well and add cherry

FRUIT LEMONADE

2 ladles fruit salad
Juice of 1 lemon
2 teaspoons sugar
Ice and water to fill a 14 oz. glass
Shake well, add cherry

GINGER ALE LIMEADE

6 to 7 oz. ginger ale
Juice of 1 lime
Ice
Serve in 10 oz. glass

GRAPE LEMONADE

1½ oz. grape juice
Juice of 1 lemon
1 oz. simple syrup
Ice and carbonated water to fill a 14 oz. glass

Fancy Drinks

ROOT BEER FLOAT

1½ oz. root beer
Coarse stream and ice to fill mug ⅔
No. 16 dipper ice cream
No whipped cream

GRAPE JUICE HI-BALL

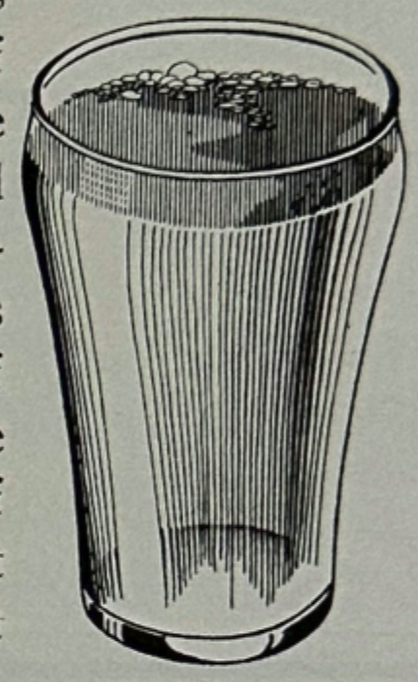
1 oz. grape juice
4 oz. ginger ale
Ice and carbonated water to fill a 10 oz. glass

ORANGE FREEZE

Serve in 14 oz. glass
Juice of 1 orange
Juice of ½ lemon
½ oz. simple syrup
Fill glass half full with coarse stream and stir
Add No. 16 dipper of orange ice
Finish with fine stream

PHOSPHATE DRINKS

Customers find phosphate drinks refreshing and zestful. A phosphate is made the same as a plain soda, except that the operator adds three or four dashes of Acid Phosphate. Use 1½ oz. of the desired syrup, add the phosphate, and fill the glass with a coarse stream of carbonated water. Use a small quantity of cracked ice. Fruit flavors make the best phosphates.



FROSTED DRINKS

Use 1½ ounces of any flavor syrup. (Chocolate, Coffee, and Pineapple are especially popular). Add No. 16 dipper of vanilla ice cream. Add 4 oz. cold milk. Put on electric mixer. Pour into 10 oz. glass and top with whipped cream and grated nutmeg or cinnamon.

Figuring Costs on Sundaes & Drinks

(Editor's note: The following cost set-ups are presented to assist you in figuring your own costs. These formulas may, in certain cases, differ slightly from similar formulas given elsewhere in this chapter. However, the differences are very small, and you may easily adjust them to your own cost set-ups by simple mathematical calculations in respect to the drink or sundae involved)

Chocolate Tulip Sundae

1 No. 30 scoop ice cream—(1.10 gal.) .	.0115
¾ oz. choc. syrup—(.90 gal.)	.0053
1 No. 16 scoop ice cream—(1.10 gal.) .	.0230
¾ oz. choc. syrup—(.90 gal.)	.0053
Whipped cream and cherry ring	.0026
	.0477
Selling price	.15
Cost	.0477
Gross profit	.1023
Gross per cent	68%
Cost	32%

Chocolate Banana Split

2 No. 24 scoops ice cream—(.0275 ea.) .	.0550
1½ oz. choc. syrup—(.007 ea.)	.0105
Whipped cream and cherry ring	.0026
½ banana—(3 to a lb. at .05 lb.)	.0083
	.0764
Selling price	.15
Cost	.0764
Gross profit	.0736
Gross per cent	49%
Cost	51%

Cherry Tulip Sundae

1 No. 30 scoop ice cream—(1.10 gal.) .	.0115
¾ oz. cherry fruit—(.0116 oz.)	.0087
1 No. 16 scoop ice cream—(1.10 gal.) .	.0230
¾ oz. cherry fruit	.0087
Whipped cream and cherry ring	.0051
	.0570
Selling price	.15
Cost	.0570
Gross profit	.0930
Gross per cent	62%
Cost	38%

Cherry Banana Split

2 No. 24 scoops ice cream—(.0275 ea.) .	.0550
1½ oz. cherry fruit	.0174
½ banana	.0083
Whipped cream and cherry ring	.0051
	.0858
Selling price	.15
Cost	.0858
Gross profit	.0642
Gross per cent	43%
Cost	57%

Cherry Ice Cream Soda

1½ oz. cherry fruit—(.0116 oz.)	.0174
½ oz. coffee cream—(.32 qt.)	.0050
2 No. 24 scoops ice cream—(.0275 ea.) .	.0550
Carbonated water to fill 12-oz. glass ..	.0044
	.0818
Selling price	.15 or .20
Cost	.0818 .0818
Gross profit	.0682 or .1182
Gross per cent	45% or 59%
Cost	55% or 41%

Strawberry Tulip Sundae

1 No. 30 scoop ice cream—(1.10 gal.) .	.0115
¾ oz. strawberry fruit—(.0132 oz.)	.0099
1 No. 16 scoop ice cream	.0230
¾ oz. strawberry fruit	.0099
Soda spoon whipped cream	.0025
Cherry ring	.0001
	.0569
Selling price	.15
Cost	.0569
Gross profit	.0931
Gross per cent	62%
Cost	38%

Strawberry Banana Split

2 No. 24 scoops ice cream—(.0275 ea.) .	.0550
½ banana	.0083
1½ oz. strawberry fruit—(.0132 oz.) ..	.0198
Whipped cream and cherry ring	.0051
	.0882
Selling price	.15
Cost	.0882

SINCE 1895
BOWEY'S INC.
MANUFACTURING SELECT QUALITY
CHOCOLATE PRODUCTS, VANILLAS, FRUITS,
WRITE NEAREST BOWEY OFFICE FLAVORS, COLORS for Soda Fountain use and Ice Cream making.
CHICAGO, ILL. 401 W. SUPERIOR ST.
BROOKLYN, N. Y. 771 BEDFORD AVE.
NEW YORK CITY 11 W. 42ND ST.
VERNON, CALIF. 4368 DISTRICT BLVD.

Gross profit	.0618
Gross per cent	41%
Cost	59%

Strawberry Soda

1½ oz. strawberry fruit—(.0132 oz.)	.0193
½ oz. coffee cream	.0050
2 No. 24 scoops ice cream	.0550
Carbonated water to fill 12-oz. glass	.0044
	.0837
Selling price	.15
Cost	.0837
Gross profit	.0663
Gross per cent	44%
Cost	56%

Pineapple Tulip Sundae

1 No. 30 scoop ice cream—(1.10 gal.)	.0115
¾ oz. pineapple fruit—(.0113 oz.)	.0085
1 No. 16 scoop ice cream	.0230
¾ oz. pineapple fruit	.0085
Soda spoon whipped cream	.0025
Cherry ring	.0001
	.0541
Selling price	.15
Cost	.0541
Gross profit	.0959
Gross per cent	64%
Cost	36%

Pineapple Banana Split

2 No. 24 scoops ice cream—(.0138 ea.)	.0276
1½ oz. pineapple fruit mix—(.0113 oz.)	.0170
½ banana	.0083
2 soda spoons whipped cream	.0050
1 cherry ring	.0001
	.0580
Selling price	.15
Cost	.0580
Gross profit	.0920
Gross per cent	61%
Cost	39%

Pineapple Soda

1½ oz. pineapple fruit—(.0013 oz.)	.0170
½ oz. coffee cream	.0050
2 No. 24 scoops ice cream	.0550
Carbonated water to fill 12-oz. glass	.0044
	.0814

Selling price	.15	or .20
Cost	.0814	.0814
Profit	.0686	or .1186
Gross per cent	46%	or 59%
Cost	54%	or 41%

SETTING UP FRUIT COSTS ON SODAS AND SUNDAES

Cherry Fruit

1 qt. crushed cherry—2.84 gal.	.71
1 qt. cherry concentrate—2.24 gal.	.56
2 qts. simple syrup—.32 gal.	.16
1 oz. fruit acid—.60 pt. approx.	.04
One gal. costs	1.47
One oz. costs	.0116

Strawberry Fruit

1 qt. crushed cherry—3.60 gal.	.90
1 qt. strawberry concentrate—2.36 gal.	.59
2 qts. simple syrup	.16
1 oz. fruit acid	.04
One gal. costs	1.69
One oz. costs	.0132

Pineapple Fruit

1 qt. crushed pineapple—2.60 gal.	.65
1 qt. pineapple concentrate—2.36 gal.	.59
2 qts. simple syrup	.16
1 oz. fruit acid	.04
Cost of 1 gal.	1.44
Cost of 1 oz.	.011

COSTS FOR CHOCOLATE DRINKS

Chocolate Malted Milk

1 oz. choc. syrup—(.90 gal.)	.0070
6 oz. milk—(.09 qt.)	.0168
1 oz. malted milk—(.25 lb.)	.0156
1 No. 16 scoop ice cream—(1.10 gal.)	.0230
	.0624
Selling price	.15
Cost	.0624
Gross profit	.0876
Gross per cent	58%
Cost	42%

Chocolate Milk Shake

1 oz. chocolate	.007
6 oz. milk	.0168
1 No. 16 scoop ice cream	.0230
	.0468
Selling price	.10
Cost	.0468
Gross profit	.0532
Gross per cent	53%
Cost	47%

Chocolate Milk

1 oz. chocolate	.007

8 oz. milk ..... .0225

.0295

Selling price ..... .05
Cost ..... .0295
Gross profit ..... .0205
Gross per cent 41%
Cost 59%

Chocolate Soda

1½ oz. choc. syrup ..... .0150
½ oz. coffee cream ..... .0050
Soda spoon whipped cream ..... .0025
1 No. 16 scoop ice cream ..... .0230
Carbonated water to fill 12-oz. glass .. .0044

.0499

Selling price ..... .15
Cost ..... .0499
Gross profit ..... .1001
Gross per cent 66%
Cost 34%

COSTS FOR ADES AND RICKEYS

Lemonade

1 pt. lemon juice—(1 doz.) ..... .3600
(Size 360 lemons)
1¼ lbs. sugar—(.0515 lb.) ..... .0644
5 qts. water

.4244

Makes 30 6-oz. portions
Service
12 oz. glass
6 oz. ice ..... .0012
6 oz. lemonade ..... .0141

Cost ..... .0153
Sells for 5c

Orangeade

1 #216 orange—(.24 doz.) ..... .0200
¾ oz. simple syrup ..... .0019
¾ oz. water

DILUTING SYRUPS

Accuracy and uniformity are of vital importance in diluting concentrated syrups. This is absolutely necessary if you expect to serve tasty and smooth drinks and sundaes. Give careful attention to this phase of your business.

6 oz. ice ..... .0012
Serve in 10 oz. glass
Cost ..... .0231
Sells for 10c

Limeade

1 lime—(.15 doz.) ..... .0125
Squeeze into 10 oz. glass
leave ½ hull in ..... .0025
1 oz. simple syrup—(6 oz. ice) ..... .0012
Fill glass with water
Cost ..... .0162
Sells for 5c

Lime Rickey

Proceed exactly as for limeade except use 4 oz. carbonated water.

BUTTERSCOTCH

Butterscotch sauce may be used as made for Butterscotch Sundaes and may also be served from a warmer for Hot Butterscotch Sundaes. (May also be listed as Hot Caramel Sundaes.)

2 lbs. brown sugar
2 lbs. granulated sugar
2 lbs. red label Karo
2 cups cold water
1 tsp. salt

Stir until all ingredients are blended. Then cook until thermometer registers 210 degrees.

MAPLE FLAVORS

Avlon's pure and imitation maple flavors impart full delicious flavor and delightful aroma to ice cream. Highly concentrated products, and extremely economical to use.

Avlon's Honey Locust Syrup is a delicious flavor for ice cream. Acts as a booster to any flavor with which it comes in contact.

"Write for complete details on Avlon's Flavors"

AVLON'S FLAVORS **125 Dwight St., Springfield, Mass.**

Add 1 qt. 20% cream.

Mix well and cook to 260 degrees.

Now add 1 qt. 20% cream and cook only until mixed.

Stir constantly after cream is in. Remove from stove and put in ½ tsp. pure vanilla.

Yield is 8¼ lbs. Cost 12½c per lb. Cost per oz.—.0078.

CONCENTRATE COSTS

Orange

Orange Concentrate	2.34 per gal.
1 qt. concentrate	.59
2 qts. simple syrup	.16
¾ oz. fruit acid	.03
Cost for 3 qts.	.78
Cost per ounce	.0081

Lemon

Lemon Concentrate	2.20 gal.
1 qt. concentrate	.55
2 qts. simple syrup	.16
Cost for 3 qts.	.71
Cost per ounce	.0073

Vanilla

Vanilla Concentrate	2.52 gal.
1 qt. concentrate	.63
2 qt. simple syrup	.16
¾ oz. fruit acid	.03
Cost per 3 quarts	.82
Cost per ounce	.0085

Cherry

Cherry Concentrate	2.24 gal.
1 qt. concentrate	.56
2 qts. simple syrup @ .32 gal.	.16
¾ oz. fruit acid	.03
Cost for 3 quarts	.74
Cost per ounce	.0077

Coffee

Coffee Concentrate	2.76 gal.
1 qt. coffee concentrate	.69
2 qts. simple syrup	.16
¾ oz. fruit acid	.03
Cost for 3 quarts	.88
Cost per ounce	.009

De Luxe Soda

2 ounces chocolate
1 soda spoon whipped cream
Use fine stream until ¾ full
1 No. 20 scoop vanilla cream
1 No. 20 scoop chocolate cream
Fizz to top
1 soda spoon whipped cream on top
Dash of chocolate syrup over whipped cream and a cherry.
Sell for 20 or 25 cents

Two Kinds of Sundaes

There are two kinds of sundaes. The plain, which is suitable for service on luncheon or dinner menus, is a single scoop of ice cream (No. 16 for dinner—No. 20 or 24 for luncheon) with either fruit mix, fresh fruit mix, chocolate, fudge or butterscotch poured over it. On specials a small rosette of whipped cream and a few chopped nuts may be added. The amount is one ounce of fruit on a No. 16 scoop of ice cream.

Tulip Sundaes are always served in a tulip sundae glass. To assemble:

1 No. 30 scoop ice cream
¾ ounce fountain or fresh fruit mix
1 No. 16 scoop ice cream
¾ ounce fountain or fresh fruit mix
Whipped cream or marshmallow rosette and chopped nuts

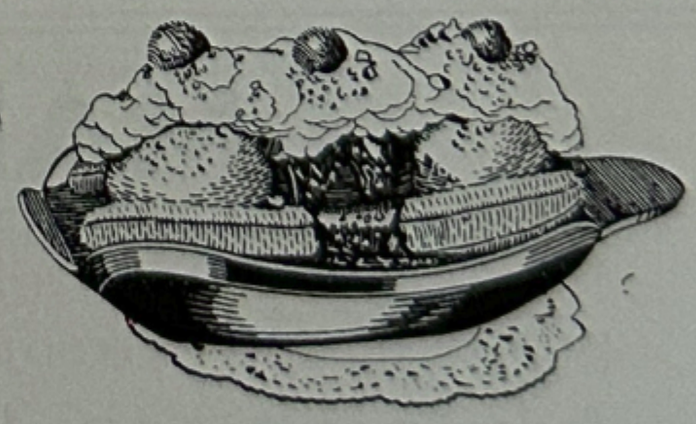
Two Ways To Make a Banana Split

1—Cut a size three to the pound banana in two, lengthwise. In other words "split" the banana.

Place, cut side down in banana split dish. On this place two #24 scoops of ice cream over which pour desired flavor. Top with rosette of whipped cream.

This is a fifteen cent seller.

2—Split banana in half and place both halves in dish. Place three scoops of ice cream on top and decorate with a rosette of whipped cream on each end and between the scoops of ice cream. Decorate further with chopped nuts and a cherry. Fountain fruit over ice cream.



Sells for 25 cents.

The flavors of ice cream and also the flavors of fountain fruits may be mixed and many pleasing combinations may be originated.

Your Customer Doesn't Like "Slop-Overs"

In your effort to give a customer a generous serving while dispensing a drink or sundae, do not allow any of the ingredients to "slop over" the edge of the glass or dish. This is obnoxious to a customer because she is nearly certain to get sticky hands while consuming the drink or sundae. No customer wants to have anything served in a messy pool of syrup and water. Check your fountain on this point.

Ice Cream

Ice cream is usually brought into the unit in 2½ or 5 gallon lots. Cardboard containers are now generally used, the old type of metal can becoming rapidly outmoded.

Ice cream must be firm in texture, and dipping should be started at the side of the container. After dipping has started, the sides of the container should be kept "scraped down" with an ice cream spade. Such scraping enables the dispenser to continue the dipping from the center of the content. Scoops generally used for ice cream service are:

No. 30—For sodas where two scoops of cream are used. Also in combination with a No. 16 scoop for tulip sundaes. Also for parfaits.

No. 24—Where a larger double ice cream portion for sodas is desired. Also for moderately priced banana splits.

No. 20—For ice cream cones and the ice cream dessert service.

No. 16—For a la carte service. Usually used for a 10 cent portion of ice cream. Also for fudge sundaes.

No. 12—For large a la carte service.

In dishing ice cream, no two dispensers get the same yield. However, the following tests show an average number of scoops produced by five gallons of ice cream.

No. 30—300 scoops
No. 24—240 scoops
No. 20—200 scoops
No. 16—140 scoops
No. 12—120 scoops

The following chart shows your cost per scoop based on the cost of ice cream per gallon:

COSTS PER GALLON—	Low .90	Medium 1.10	High 1.30
No. 30	.015	.02	.0225
No. 24	.02	.0225	.0275
No. 20	.0225	.0234	.0325
No. 16	.0275	.035	.04
No. 12	.0375	.0475	.055

Holiday Specials

Your customers respond to progressive, up-to-date merchandising. They like novelties. For this reason you should take advantage of the holidays and offer timely specials that will appeal to your customers. Here are some holiday formulas:

SPECIALISTS FOR MORE THAN FORTY YEARS IN THE MANUFACTURE OF FRUIT SYRUPS, CRUSHED FRUITS, FUDGES, EXTRACTS, ETC. FOR SODA FOUNTAINS, ICE CREAM MANUFACTURERS, CONFECTIONERS AND DAIRIES.

THE MURRAY COMPANY

209-211 State Street Boston, Mass.

"The Custom Made Line"

NEW YEAR'S DAY

Happy New Year Sundae

Place a few slices of banana and 2 No. 20 dippers vanilla ice cream on a banana split dish. Over one mound put a ladleful hot caramel fudge and top with pecan sundae. Over the other mound put a ladleful hot chocolate fudge and top with walnut sundae. Between the mounds of ice cream put some whipped cream and a green pineapple cube.

New Year Hot Scotch

Put a No. 12 dipper vanilla ice cream in a giant sundae dish and over this pour a ladleful hot butter scotch fudge. Top with marshmallow float and a Maraschino cherry.

New Year Surprise

Put a chocolate covered cherry in tulip sundae glass and over this put a No. 12 dipper vanilla ice cream. Cover with a ladleful walnut sundae. Top with marshmallow float and sprinkle with chocolate rice.

New Year Delight

On a flat sundae dish put three No. 20 dippers ice cream (Chocolate, vanilla and tutti-frutti) in the shape of a triangle. In the center pour a ladleful crushed strawberries. Top each mound with a spoonful caramel cream sundae and whipped cream. Serve with sugar wafers.

New Year Bracer

Put in a mixing cup a regular lemonade. Add a dash of orange syrup, one egg and some cracked ice. Mix, strain into a 10-ounce glass and top with a slice of orange and a Maraschino Cherry.

LINCOLN'S BIRTHDAY—February 12

Lincoln Parfait

Into a parfait glass put in the order named a No. 24 dipper cherry ice cream, a ladleful bitter sweet chocolate, a No. 24 dipper maple walnut ice cream, a ladleful walnut sundae. Top with whipped cream and a pecan half.

Lincoln Frappe

Into a giant sundae dish put a No. 10 disher of vanilla and chocolate ice cream, blended half and half. Cover with a ladleful butter scotch sundae, adding chopped Brazil nuts. Decorate with whipped cream and a Maraschino cherry.

Lincoln Sundae

On a banana split dish put a No. 16 dipper each vanilla and chocolate ice cream. Over the vanilla ice cream pour a ladleful old fashioned chocolate, and over the chocolate ice cream a ladleful marshmallow float. Put a small ladleful pecan sundae on the chocolate covered cream, and a Maraschino cherry on the marshmallow float. Decorate with a suitable novelty for the occasion.

Lincoln Nut Fudge

Into a giant sundae dish place a No. 10 dipper vanilla ice cream, over which pour a ladleful chocolate fudge. Top with a spoonful walnut sundae and a whole Maraschino cherry. Decorate with a small American flag.

ST. PATRICK'S DAY—March 17

Pistachio Nut Special

Into a giant sundae dish put a No. 10 disher vanilla ice cream. Cover with a ladle of Pistachio syrup. Put banana slices around ice cream. Sprinkle with chopped Pistachio nuts. Top with a spoonful whipped cream and a pineapple cube.

Princess Pat

On a suitable dish put a No. 24 dipper each vanilla, strawberry ice cream and orange ice, having the vanilla in the center. Pour over the vanilla ice cream a ladleful Creme de Menthe syrup. Sprinkle chopped almonds over the ice cream and sherbet and top with whipped cream and a whole cherry.

Erin Special

On a fancy plate put a No. 20 disher

of Pistachio ice cream and one of vanilla ice cream. Over the Pistachio ice cream put a ladle of pineapple cubes, and over the vanilla ice cream a ladle of green pineapple cubes. Top with whipped cream and more green pineapple cubes.

Wild Irish Rose

Into a giant sundae dish put a No. 10 dipper pistachio ice cream. Place six slices banana around the edge to represent petals. Over this pour a teaspoonful crushed cherries. On one side put a sprig of fresh mint, and on the other a teaspoonful marshmallow float.

Shamrock Highball

Into a 10-ounce soda glass partly filled with cracked ice, draw 1½ ounces Creme de Menthe syrup. Add the juice of half a lime, a few green pineapple cubes and finish with carbonated water. Decorate with a green cherry and a novelty shamrock.

EASTER

Easter Egg Special

Mould some French vailla ice cream in the shape of an egg. Place a crisp lettuce leaf in a sundae dish and on it the egg shaped ice cream. Cover with a ladleful crushed pineapple and top with marshmallow tinted violet.

Easter Lily

Into a lily shaped sundae dish put a No. 10 dipper frozen custard and cover with a ladleful orange-pineapple. Top with marshmallow float and lay an almond paste lily in it.

Easter Rabbit

Into a giant sundae dish put a No. 10 dipper butter scotch ice cream and cover with a ladleful old fashioned chocolate. Finish with marshmallow float and top with a small chocolate rabbit.

Easter Sundae

Into a fancy stem glass put a ladleful of fruit salad. Cover with a No. 16 dipper chocolate ice cream, a portion marshmallow float, then a small dipper vanilla ice cream and finish with bitter sweet fudge. Top with whipped cream and a candied violet.

WASHINGTON'S BIRTHDAY— February 22

George Washington Sundae

Over a No. 10 dipper French vanilla ice cream pour a ladleful crushed Maraschino cherries, top with whipped cream and pecan sundae. Arrange six Maraschino cherries around the edge and decorate with a novelty hatchet.

Cherry Bon Bon

Into a parfait glass put a portion of vanilla ice cream, then a dipper lemon water ice and over this pour an ounce cherry syrup. Top with cherry flavored marshmallow float and a whole cherry.

Washington High Ball

Into a suitable glass partly filled with

USE FOX'S BRAND

SOLID PACK
SODA FOUNTAIN
CRUSHED FRUITS and FRUIT SYRUPS

RED LABEL AND GREEN LABEL
CHOCOLATE SYRUPS
To Produce That Rich Chocolate Flavor in Sodas, Sundaes and Malted Milks

HASTY TASTY Concentrates
For Making Economical Finished Syrup

SENIOR—1 oz. to 1 gallon simple syrup. You add the acid.

JUNIOR—2 oz. to 1 gallon simple syrup. Nothing to add.

Write for price list

Geo. A. Fox Products Co.
1905-7 Wyandotte St., Kansas City, Mo.

cracked ice draw 2 ounces cherry syrup, add a small ladleful crushed pineapple, and into this squeeze the juice of half a lime. Fill with carbonated water, stir and decorate with two Maraschino cherries.

Cherry Hatchet

Into a parfait glass put a No. 24 dipper cherry ice cream, cover with a portion of pineapple sherbet and over this pour an ounce cherry syrup. Add more cherry ice cream and finish with whipped cream. Decorate with a small novelty hatchet.

DECORATION DAY—May 30

American Girl

Into a giant sundae dish put a large dipper vanilla ice cream. Mix ½-ounce grape juice and ½-ounce orange syrup and pour over the cream; top with marshmallow float and a small American flag.

Pink Dawn

Over a No. 10 dipper cherry ice cream pour a ladleful marshmallow float which has been mixed with crushed Maraschino cherries. Top with a spoonful pecan sundae and a whole Maraschino cherry. Serve in a giant sundae dish.

INDEPENDENCE DAY—July 4

Betsy Ross

On an oblong dish place three No. 20 dippers vanilla ice cream. Over one pour crushed strawberries, over the next crushed pineapple, and over the last a ladleful marshmallow float tinted blue. Place a small American flag on the center cone.

Victory Egg Shake

Into a mixing cup draw ¾-ounce each strawberry and orange syrups, and add ½ glass sweet milk. Into this mixture break one egg and add a scoopful cracked ice. Mix thoroughly and strain; fill glass with plain sweet milk and top with whipped cream.

American Beauty

On a banana split dish put a No. 20 dipper each vanilla and strawberry ice cream and fruit sherbet. Over the vanilla cream pour a ladleful crushed cherries. Over the strawberry cream a ladleful crushed pineapple and over the sherbet a ladleful crushed strawberries. Top each mound with whipped cream and a whole Maraschino cherry. On the center cone put a small American flag.

THANKSGIVING DAY—November

Thanksgiving Day Special

On a banana split dish put the bottom half of a cup cake. On this place a dipper vanilla ice cream, then the top

half of the cup cake. Cover with a ladleful hot caramel fudge. Top with whipped cream and a candied cherry.

Thanskgiving Delight

Put a No. 12 dipper black walnut ice cream into a sundae dish and cover with a ladleful walnut sundae. Over this pour a ladleful hot butterscotch fudge and top with a salted almond.

Cider Egg Nog

Into a mixing cup break one fresh egg. Add a scoopful cracked ice, ½-ounce orange syrup, a dash of Angostura Bitters, and enough sweet cider to fill the glass. Shake thoroughly, strain into a soda glass, and serve with straws.

Date Parfait

In a parfait glass put one No. 24 disher vanilla ice cream, ladle chocolate, layer of finely chopped dates, 1 No. 24 disher of strawberry ice cream. Finish with a spoonful of walnut sundae and top off with whipped cream and candied date.

Chocolate Plum Pudding

On a fancy plate put a small piece plum pudding. On the pudding place a No. 10 cone vanilla ice cream. Cover with a ladleful old fashioned chocolate and some pecan sundae. Top with whipped cream and a stuffed date.

CHRISTMAS—December 25

Christmas Parfait

Into a parfait glass put in order named: 1 ounce lime syrup, 1 No. 24 scoop vanilla ice cream, ½ ladle crushed strawberries, and a No. 30 scoop strawberry ice cream. Finish with whipped cream and decorate with red and green pineapple cubes. Serve with sugar wafers.

Hot Fudge Cake

On a seven inch plate place two half inch slices of pound cake with a one half inch slice of vanilla ice cream placed between them. Over this pour a generous ladle of hot chocolate fudge and top with whipped cream.

Santa Claus Frappe

Put some strawbery ice cream into a sundae cup. Mix equal parts marshmallow float with crushed strawberries. Pour over ice cream and top with whipped cream and a whole Maraschino cherry. Place a small Santa Claus novelty in the cream.

Vanilla Egg Nog

Into a mixing cup break an egg, add 2 ounces vanilla syrup, and a small measure vanilla ice cream. Fill glass to ¾ full with plain milk. Use electric mixer, strain, and finish with plain milk.

Yule Parfait

Put a No. 24 dipper vanilla ice cream into a parfait glass, add a small ladleful of crushed pineapple, a dipper orange sherbet, and a ladleful of walnut sundae. Top with marshmallow float and Maraschino Cherry.

MALLO BRAND TOPPINGS WILL HELP YOU BUILD A PROFITABLE FOUNTAIN BUSINESS

The successful fountain operators know that big profits come from Sundaes which are a combination of good ice cream, dressed with the best Marshmallow or Heavy Topping.
Mallo Brand Toppings are essentially quality products. The highest possible standard of perfection has been set by the White-Stokes Company, and this standard is maintained by scientific laboratory control over raw materials used in our manufacturing process.
Our entire line of Toppings is especially designed for simplicity in preparing for service. They are sweet enough to be used without the addition of sugar and no additional flavoring is required. Send for detailed information and prices.

WHITE-STOKES COMPANY, Inc.

3615 Jasper Place, Chicago, Illinois
LOS ANGELES, CALIF. 1340 E. 6th St.
BROOKLYN, N. Y. 253 36th St.

CAREFUL BUYING PLUS PLANNED

A Knowledge Of Food Costs Together With Intelligently Compiled Menus And Recently Developed Equipment Makes Possible Low Cost Food Service In A Limited Space

SUBJECTS COVERED IN FOOD SERVICE FORMULAS CHAPTER

- Costs
- Menus
- Breakfasts
- Luncheons
- Dinners
- Coffee
- Sandwiches

One of the really significant developments in the American scene during the past ten years has been the growth of the soda fountain from a mere drink, sundae, and sandwich-dispensing unit to a luncheonette that in many cases serves complete breakfasts, luncheons, and even full course dinners.

The modern soda luncheonette might be regarded as an index to the tempo of the times. Office and industrial workers, women shoppers, and others want meals that are simple and appealing and are served at reasonable prices. Such meals, mainly breakfasts and luncheons, are provided by the modern soda luncheonette.

SPECIAL EQUIPMENT DESIGNED

Because of limited space, manufacturers have designed special equipment for the soda fountain. This made it possible to prepare full sized meals in a comparatively small space.

By far, the most important factors in the successful operation of a luncheonette are the knowledge of food costs and the ability to present a satisfactory meal at a reasonable price. Unless you know the cost of each meal, it is impossible to figure your profit. A full knowledge of your costs might show you that you make more profit on a 25-cent special than on a 35-cent meal. It is a mistake to blindly assume that the higher profit comes from the higher priced meal.

A knowledge of costs is the vital factor in merchandising your meals. A close study of food prices enables you to present popular specials on which you make a substantial profit; at the same time your customers feel that they have had a good meal and that they paid a fair price. *If you study the problem of food costs as presented later in this chapter, you will see how you can present popular luncheons at a low price and satisfactory profit through careful buying and planning.*

SATISFY YOUR CUSTOMER

Don't neglect the "repeat" angle of your business. Make sure that when a cus-

MENUS ASSURE PROFITS

Public acceptance of the soda luncheonette as a full fledged eating place may be regarded as an index to the tempo of our times. There is a demand for meals that are simple and appealing and are served at reasonable prices. A knowledge of costs, merchandising, and preparation of food enables the progressive fountain operator to capitalize on this demand. Careful planning can produce popular meals at low prices and substantial profits.

FOOD SERVICE FORMULAS

tomer leaves your luncheonette she is satisfied with the food, the service, and the price—and through these three elements you must convince her that she should come back again.

You should study carefully the chapter on cleanliness in this manual. Careless serving or an unsightly condition back of your counter gives the customer a decidedly bad impression of your establishment, and chances are that the customer will not return for another meal. Too much emphasis cannot be laid on the importance of service. Even a well planned and appetizing plate loses its appeal when "thrown" at the customer.

HOW TO USE FOOD PRICES LISTED HERE

The cost figures and resale prices quoted in this chapter are not to be regarded as permanent. Naturally, prices vary according to localities, and they also fluctuate at the dictates of international, domestic, and local conditions. These figures are to be viewed more in the sense of approximate costs and are given to illustrate and emphasize the need for careful cost calculation.

Food Service for Fountains

Remember to: (1) See to it that service is snappy. (2) Keep your unit—and employees—looking spotless. (3) Greet customers with a smile and a cheery "Good Morning." Learn their names—everyone is flattered when greeted by name. (4) Keep menus as simple as possible. (5) Serve items that require as little preparation as possible. (6) Serve the old standbys. (7) Keep away from fussy service. (8) Keep listings seasonal. (9) Present a variety of items within bounds. (10) Check competition for price, quantity and quality. (11) Figure costs carefully. (12) Check shrinkage. (13) Set a standard of operation which will bring volume business.

DON'T: (1) Overcrowd menus, both as to setup and items listed. (2) Plan items that are beyond the food knowledge of your help. (3) List items that are not well

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Typical Breakfast Menu

No. 1
15-20 cents.
Orange Juice or Tomato Juice
Dry or Buttered Toast
Coffee or Tea

No. 2
20-25 cents.
Choice of Orange or Tomato Juice
Stewed Prunes or Pineapple Slice
One Egg, cooked any style
Dry or Buttered Toast or
Rolls and Butter

No. 3
25-30 cents.
Choice of Fruit Juices
OR
Dry or cooked Cereal with Cream
One Egg, cooked any style, 2 strips Bacon
Dry or Buttered Toast or
Toasted Corn Muffin and Butter
Coffee or Tea

No. 4
30-35 cents.
Choice of Fruit Juices or
Sliced Banana
with Cream
Stewed Prunes
Stewed Apricots
Half Grapefruit
OR
Dry or cooked Cereal with Cream
Choice of:
Two Eggs, cooked any style
Plain Omelet
Creamed Chipped Beef on Toast
One Egg with Little Pig Sausages (2)
Coffee, Tea or Hot Chocolate

Milk (Individual Bottle) Served with Above
Combinations 5 cents additional.

Breakfast Special

25 Cents—30 Cents
Wheat or Buckwheat Cakes
With Pure Maple Syrup
Ham, Bacon or Little Pig Sausage
Coffee

Won't You Lunch With Us Today?
Served from 11 A.M. to 3 P.M.

known in your section. (4) Offer food or fountain items that take too long to serve. (5) Serve winter items in summer and vice versa. (6) Let menus become monotonous. This means change of menu daily, but not too many items listed at one time. (7) Try to beat your competitor at his own game. (8) Place items on your menu at a price which you know will not pay a sufficient gross even though you may be striving to build up your business. If your quality and presentation is better than your competitor's the price will take care of itself. (9) Allow careless handling of foods either at the fountain or in the preparation room.

Typical Breakfast Menu Analyzed

Prices: Note two prices listed to left. Competitor check should determine which price to use. Quality and quantity also enters into this price range. Check competitor's to determine quality: Orange Juice and undiluted Tomato Juice—canned, good quality? Dairy products—first or second grade. This particularly applies to eggs. While white eggs are the eastern favorite, other sections prefer brown. Mixed eggs seldom used.

Coffee: Usually each locality has a favorite brand. Check this.

Cream: Pure, 20% where formula is 2½ gallons water to one pound coffee, poured three times. Also coffee brewed in glass coffee makers will carry this percentage.

Rolls: Fresh, crisp. Both hard and soft variety. Ask preference.

Muffins: Corn or bran best for breakfast service.

Toasted English Muffins: Too expensive for use on general breakfast setup. May be listed with Marmalade and Coffee for fifteen or twenty cents depending on cost of muffins. Best purchased. Cannot be successfully made except in large restaurants having own bake shop. Fifteen cent service may consist of three halves. Use plenty of butter and spread while hot. Should be served covered.

Marmalade or Jelly: Small souffle cup carrying from ¾ to 1 ounce usually served without extra charge. DO NOT start this service unless you intend to continue it.

Bacon: Large units can save money by buying in slab and slicing. Bacon rind may be fried out and resulting grease used for frying potatoes.

Small units should purchase bacon sliced. Avoid bacon which is more fat than lean. This should be evenly distributed in slices.

Proper method of cooking: Place strips on rack. Place rack over dripping pan. Place in oven (450 degrees). No turning necessary. Not as apt to burn. Grease runs into pan. May be poured off and used for frying. Bacon cooked this way will be crisp. May be cooked ahead of time. Place in warming oven to keep hot enough for service. Units having no oven, cook directly on grill. DO NOT USE SKILLET.

Sausages: Little Pig Sausage: Term signifying link sausage. If preferred the term "Link Sausage" may be used. Depends on section of country.

Country Sausage: Usually sausage meat sold by the pound, made into flat cakes and cooked in skillet or in oven.

Link Sausage: Should be parboiled in hot water for a minute or two. Pricked with a fork. Will then cook without bursting. Present a much better appearance.

Note luncheon reminder in menu on page 84.

Breakfast Special listed is a fall and winter (seasonal) item. May be changed according to season. To illustrate:

(SUMMER) Breakfast Special

Fruit or Berries in Season with Cream
Danish Pastry
Coffee
25-30 cents

Checking Breakfast Costs

Coffee per cup with one ounce cream, 2

RUNNING A FOUNTAIN IS

MODERNIZE YOUR SELLING

THE success of any fountaineer, fountain manager or proprietor depends upon his ability to make sales—directly or indirectly.

During the past decade the modern fountain backbar has been the scene of outstanding development in the science of merchandising. Appetizing displays, catchy backbar strips, clean, attractive menus, etc., have combined to do a selling job with the consumer that has made the growth of the luncheonette business surpass that in any other retail field.

The advertising and merchandising departments of the H. J. Heinz Company have made a scientific study of the subject and today offer the fountain-luncheonette a merchandising service second to none in the industry. Colorful backbar strips, attractive signs, menu paper, menu tabs, etc., are available to luncheonettes serving Heinz ready-to-serve foods.

A MERCHANDISING JOB!

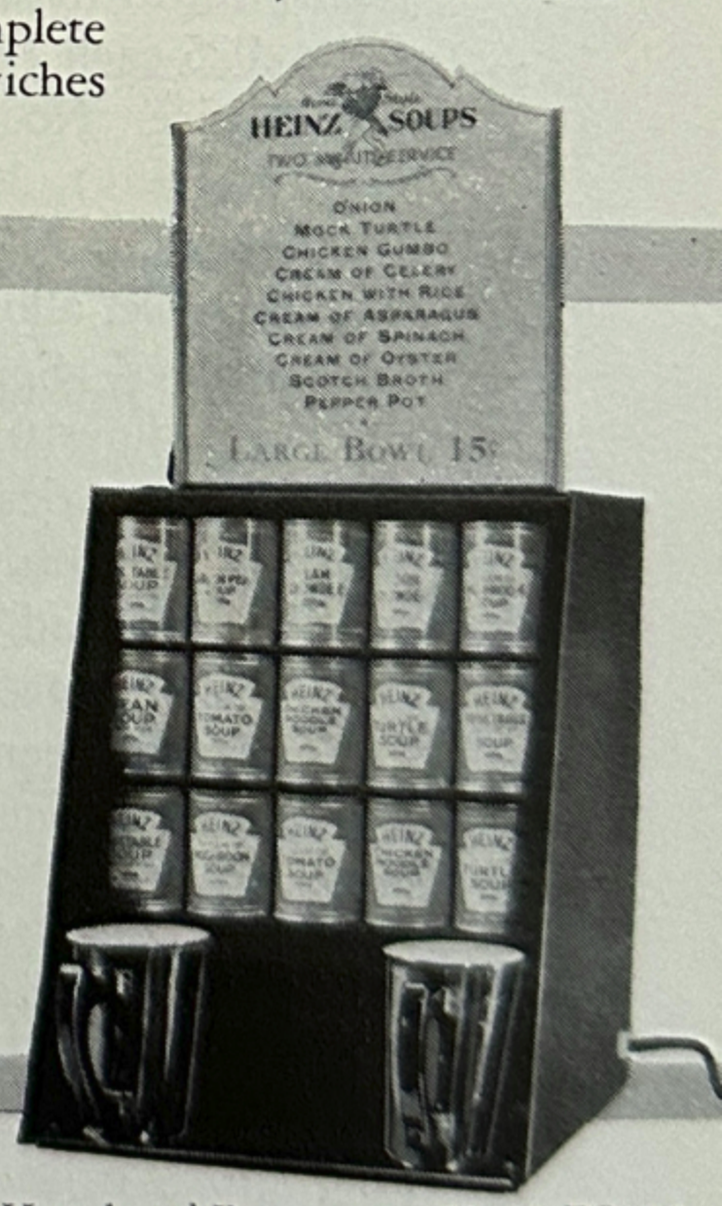
STREAMLINE YOUR SERVICE

● One of the greatest assets of the modern luncheonette is the rapid service of tasty foods, always the same in quality. Heinz merchandising units combine the last word in display, utility and advertising, help to speed up service, make sales, and bring the customer back because his food is always in perfect condition when served. Heinz Electric Baked-Bean Pot or Chili Heater keeps Heinz home-style ready-to-serve foods in perfect condition for hours, at minimum cost.

VARIETY IS THE SPICE OF LIFE

● Quite so! And it may truly be said that "Variety is the life of trade." The fountain-luncheonette, the restaurant, the dairy store or the roadside stand that has variety to offer the consumer is the one that gets the business. Just three varieties of ice cream no longer satisfy customers.

Recognizing this need for variety, Heinz developed its famous Electric Soup Kitchen, which offers ten or more varieties of Home-Style Soups in individual portions, that can be served in two minutes, without waste. The modern luncheonette now has a complete menu of soup, as well as a full list of sandwiches and ice cream flavors.



WHEN HASTE DOES NOT MAKE WASTE

● One of the greatest problems confronting the fountain-luncheonette is how to serve a variety of tasty foods at all hours, without waste through leftovers. THE HEINZ PLAN includes a large variety of ready-to-serve foods in individual packages, equipment that combines utility with advertising appeal, quality that is not only "tops" but *uniform* at all times, a *merchandising service* that not only builds sales but does more to eliminate waste and reduce operating costs than any system devised in the history of modern-day merchandising.

57

HEINZ VARIETIES

H. J. Heinz Company, Hotel and Restaurant Dept. FO-10, Pittsburgh, Pa.

Please send me immediately all the profit-making details on the special Heinz Merchandising Units and The Heinz Plan

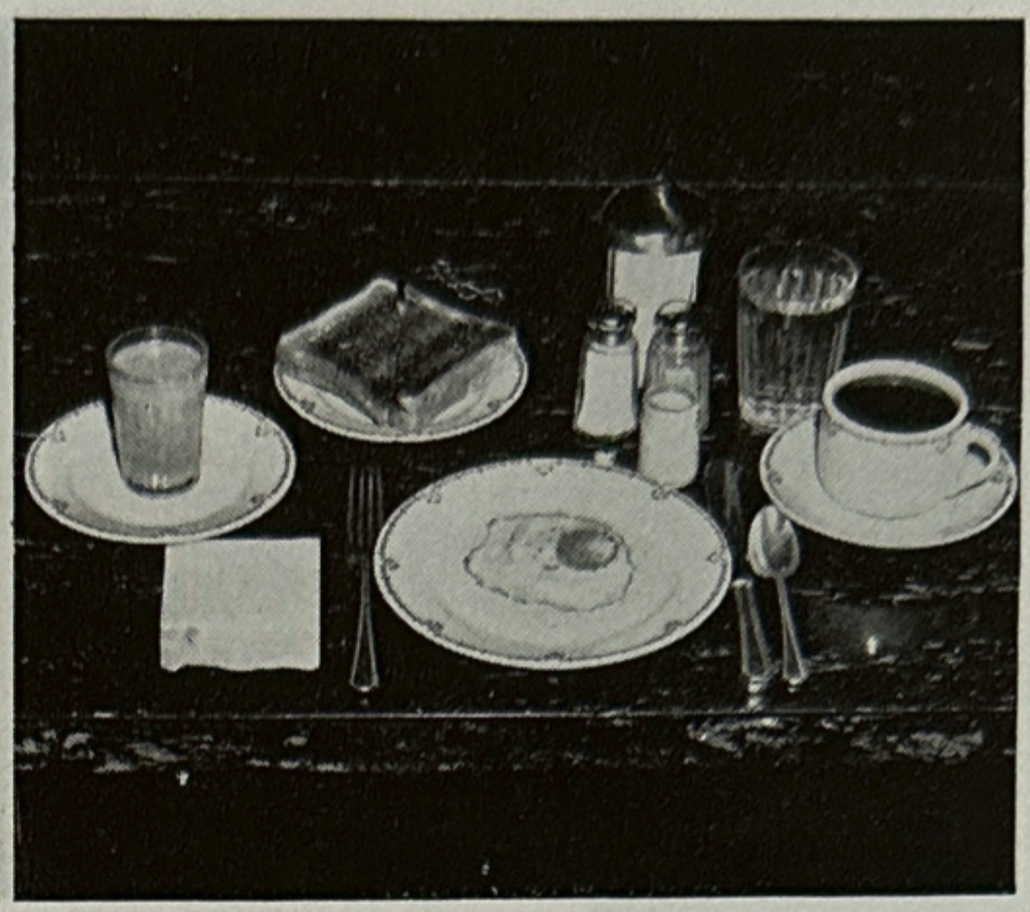
Name _____

Address _____

City _____ *State* _____

FOUNTAINEER ☐ MANAGER ☐ PROPRIETOR ☐

In a breakdown of costs, breakfast No. 1 selling for 20 cents, would give you a gross profit of 67%. Your food cost would be 33% which is to be regarded as good. If sold for 15 cents, the gross would be 55% and the cost 45%, which is fair.



Served at a food cost of approximately 10 cents, breakfast No. 2, selling for 25 cents, would produce a gross profit of 60%. The food cost would be 40%, a good figure. If sold for 20 cents, the breakfast would show a gross of 50%, which is fair.

teaspoons sugar, allow .02.

Chocolate, instant (according to brand), allow .015 to .02.

Butter, cut 38, 44 or 48 pats to the pound (38 to 45 cts. per pound). (Usual size for this price breakfast 44 pats to pound.)

Oranges—260 size. Florida Orange for Juice; California for sliced orange, allow .02 to .025 each.

Tomato Juice. No. 10 can—13 cups (26 4-oz. portions), 32 cents per can, allow .0123 portion.

Pineapple Slice, allow .0150 each.

Stewed Prunes—Serves 4 (Apricots, same amount), allow .0150 portion.

Cream: Price varies. Fair price range 27 cents to 35 cents per qt.

Toast: White bread, .28 for 4-lb. loaf. Cuts into 42 slices for toast, each slice .0066.

Rolls, ten to thirteen cents a dozen. Usual allowance, .01 each.

Muffins, if made on premises (too expensive to serve if these must be bought locally), allow .01 to .015 each.

Fresh Fruit: Bananas, Small .015 to .02 each, allow 1 to order; large .03 to .04 each, allow half banana to each order; serve 1 oz. 20% cream.

Grapefruit: Do not serve on this priced breakfast until price is .05 each or less. List as Half Grapefruit.

Eggs: 24 to 36 cents per dozen.

Bacon: 26 to 34 cents per pound. Slice 28 to lb. Allow for each slice .01 to .015.

Sausage: Country, .34 lb. Too expensive

METHOD OF SETTING UP BREAKFAST COSTS

(Using No. 1 and No. 2 as examples)

No. 1—Breakfast Combination

Orange Juice		.0187	
2 slices Toast	.0066 ea.	.0132	
Butter, average ..		.0150	
Coffee or Tea, cup		.0200	.0669
Selling Price	.2000	.1500	
Cost Price	.0669	.0669	
Profit	.1331	.0831	
Gross	67%	55%	
Food Cost	33% GOOD	45%	Fair for Breakfast Special

(Marmalade—cost .01—can be served but only at a higher selling cost)

No. 2—Breakfast Combination

Juice or Fruit, av.		.0168	
Egg, average		.0250	
Toast and Butter..		.0282	
Coffee or Tea		.0200	
Marmalade (optional)		.0100	.1000
Selling Price	.2500	.2000	
Cost Price	.1000	.1000	
Profit	.1500	.1000	
Gross	60%	50%	
Food Cost	40% GOOD	50%	Fair for Breakfast Special

for this type breakfast. Link will usually figure .015 to .02 each.

Ham: Allow .02 per ounce. Cut in 2-ounce slices for thickness and then cut in half. Serve half slice.

SETTING UP THE MENU

DON'T:

Advertise pure cream unless you serve undiluted cream. Proper percentage for the usual fountain coffee—20%. Same percentage may be used for cereals where the price charged is not more than 10 cents.

List "fresh fruits" when *canned* fruits are served. Dried, stewed fruits also come under this heading.

Use the term "Preserved", instead of canned, when listing canned fruits. Dried fruits such as apricots and prunes are listed as "Stewed".

List eggs when only one egg is served.

List rolls or muffins when only one is served.

Make an extra charge for additional butter and cream unless plainly stated on menu. (Cafeteria service provides for this charge as all items are separately listed and charged. Figure your entire setup to include the minority who will ask for "extras" so that these customers may be pleased without affecting the food cost. (A satisfied customer is your best advertisement!)

List items on your menu that you do not carry—that you do not have on hand in the unit proper. Breakfast service must be quick service!

List as fried egg when you mean scrambled. It is just as easy to list "Egg, cooked any style." Allow the customer the choice.

List just bacon. A regular order of bacon is *six* slices when served a la carte. A rasher of bacon is *three* slices. Better to state: Slice of Bacon, or Bacon (1 slice) or (2 slices).

List just sausage. State link sausage or sausage cake. The latter may also be listed as country sausage.

Serve day-old rolls or muffins unless split and toasted. Day-old bread for toast is better than fresh bread.

SUGGESTED BREAKFAST MENUS

For the Small Unit

Orange Juice or Tomato Juice
Buttered Toast or Sweet Bun
Coffee or Tea
15c

Dry Cereal with Cream
Buttered Toast with Jelly
or Marmalade
Coffee or Tea
20c

Fruit in Season or
Dry Cereal with Sliced Bananas
or Peaches and Cream
Buttered Toast
Coffee or Tea
20c

For the "In-Between" Unit

Fruit in Season
2 Fresh Eggs, Cooked any Style
Buttered Toast with Jelly
or Marmalade
Coffee or Tea
25c

Fruit in Season
1 Egg, Cooked any Style with
2 Strips Bacon
Buttered Toast with Jelly
Or Marmalade
Coffee or Tea
25c

Orange or Tomato Juice
Dry Cereal with Cream
1 Egg, Cooked any Style with
2 Strips Bacon
Buttered Toast with Jelly
Or Marmalade
Coffee or Tea
30c

(Individual Bottle Milk Served on Breakfasts 5c EXTRA)

Luncheons

(Editor's note: Many of these dishes are suitable for dinner)

Haphazard guessing at food costs has bankrupted more than one fountain operator—Careful planning means bigger profits.

Your luncheon customers demand quick service whether they are ordering hot or cold food. They want substantial meals at moderate prices. Service and surroundings must be featured by absolute cleanliness. Personal attention and a pleasing manner on the part of the employe is of the greatest importance.

Here are some important points that will help you solve the problem of serving good luncheons on a really profitable basis. Fix them firmly in your mind.

REMEMBER . . .

That foods with an odor such as onions, cabbages and turnips have no place on a fountain steam table. Especially where such odors may affect store merchandise.

That "messy" foods such as Harvard beets with their thick, brightly colored sauce, creamed combinations which will not blend with gravy, and stewed vegetables such as stewed tomatoes or corn, will be harder to serve and will not carry real eye appeal.

That hot foods should be really hot, not lukewarm.

That foods should be brought out from the preparation room in relays so that they are not tasteless or dried up.

That simple foods are best liked by the average customer patronizing a fountain unit.

That casserole service enables you to accurately figure food cost and, at the same time, to give quick service.

To keep a customer count book. This book will list daily the items you served and the number of portions to each item; also the weather. For future reference, you will have a real check on customer count for fair and inclement weather; also on popular items.

To keep your menus seasonal but not to rush the seasons. When your customers commence to clamor for a certain item, it is time to put it on the menu. Rushing the season to please one or two customers will result in that particular item going stale long before the season is over.

To plan your menu in accordance with both the amount of help you have and the space in which to prepare it. Stoves figure greatly in preparation. Do not overload either the top of the stove OR the oven. Balance the space.

Name of Store Operating

MENU

SOUP	Vegetable ..... Bowl 15c	Cup		10c
	Served with Crackers			
	a la carte			
EGGS	Scrambled Eggs with Minced Ham	20c	with 1 Vegetable	25c
FISH	Broiled Fresh Mackerel	20c	with Potato & 1 Vegetable	30c
MEAT	Roast Leg of Lamb, Brown Gravy	20c	with Potato & 1 Vegetable	30c
	Veal Fricassee en Casserole	20c	with Potato & 1 Vegetable	25c

Bread and Butter Served With Above Items

Vegetables and Potatoes

Buttered Peas	Mashed Potato
Fresh String Beans	Parsley Butter Potato
Julienne Carrots	Buttered Noodles

This setup enables the customer to make his own luncheon combination.

Lazy Susan
moulded in Bakelite

The Sudbury 'Lazy Susan' is a revolving bakelite tray resting on a stationary bakelite base. It has a wide use as a dispensing unit for condiments and as an ornamental cake and fruit stand.

For fountain counter, booth or table use there is nothing that quite equals the Sudbury 'Lazy Susan' for utility, beauty and service.

Its revolving-top feature appeals very strongly to patrons. To operators it means self-service carried forward another step. Customers appreciate being able to help themselves to salt and pepper, etc.

'Lazy Susan' is moulded in two sizes, a ten-inch and a twelve-inch diameter. Material used is an attractive burl walnut bakelite. On substantial installations any color may be matched.

We will be very glad to co-operate with interested persons to the best of our ability in the matter of additional details, samples, prices, etc. Your regular jobber also will supply you with any information you may desire.

SUDBURY BRASS GOODS COMPANY • 65 Sudbury Street • Boston

To check refrigerators. Leftovers may often be made into fine reconstructed items which may be put on the menu as a real special. Surprisingly enough, such items are often the best sellers.

It is no disgrace to run out of a certain menu offering provided it is toward the end of the peak period. But instruct your countermen to tell the customer when he orders. This is better than "scratching" a menu.

It is attention to detail, check and double check, which makes the bell on the cash register tinkle.

SETTING UP THE MENU

Many fountains do not have a printed menu. In such cases, the menu is set up on a board. If the fountain is a long unit, two boards should be set up, one at each end. Sandwiches should be listed on a separate board.

Hot sandwiches, if served with a potato or vegetable, comprise a luncheon combination, and such items belong with the luncheon listings.

Items may be listed both as a la carte entrees and as complete luncheons.

TYPE OF MENU

One sheet is sufficient for a menu. Or it may be in the form of letter paper, with sandwiches, salads, and desserts listed on one side. This should also include fountain specials which are also listed separately, generally on the back. Menus should be of fairly heavy paper, and not too cumbersome. They may be printed with the staple listings and space left for the insertion of typed daily listings. Menus should be kept as simple as possible. Fussy items are very much out of place.

Printed menus must be clear and concise. They should be planned well in advance and typed or mimeographed the afternoon before service. A list of luncheon combinations should be kept. Use your peak price for raw commodities. In this manner your items will always be priced the same.

DISPLAY DESSERTS

Desserts such as pies, cake, doughnuts or Danish or French Pastry items are usually displayed either on the back bar or on the counters.

In displaying desserts always remember to:

Dress stands with doilies and have both the stand and the cover clean and shining at all times.
View your display from the front of the counter so that you may see it as the customer does.
Allow plenty of room for service rather than to clutter up the counters with displays.
Keep back bars orderly.
Freshen up your displays after each peak period.
Properly sign all displays so that customers will not have to waste their time and yours in order to find out prices.

PIES

Even with a preparation room, it is far better to purchase pies. Almost every community has a reliable baker, with whom satisfactory arrangements may be made. The same applies to cake. Unless the unit is one of a chain, where there is a commissary, baking on the premises will entail too much labor.

DESSERT CHARGE

If desserts are charged in addition to the main course the majority of customers will omit the dessert. It is far better to include coffee or tea, if a complete luncheon combination is offered, than to include a dessert. Percentage of profit will be higher.

ROLLS

Rolls are more popular than muffins except for breakfast. These are bought from the same firm that furnishes bread in most instances. Many of these firms will also furnish corn and bran muffins, blueberry muffins in season, hot cross buns and coffee rings. Danish and French Pastries are too difficult to make. Purchase them outside.

COFFEE

See a separate article on coffee in this chapter.

TEA

Use tea bags. The latest presentation is in paper. Serve tea either of two ways: For counter service: where space is limited, a cup of hot water, with the tea bag on the side of the saucer. For table service: Tea bag in pot of boiling water. A pitcher of hot water on the side. Sliced lemon or cream is served with tea. Some customers will request milk.

MILK

In most cities individual milk is required. This necessitates an additional charge as individually bottled milk is more expensive than loose milk. Same for buttermilk.

COCOA

Bagged. Most powdered cocoa now manufactured with powdered milk. Made by merely adding boiling water from coffee urn. Usually served with a soda spoon of whipped cream.

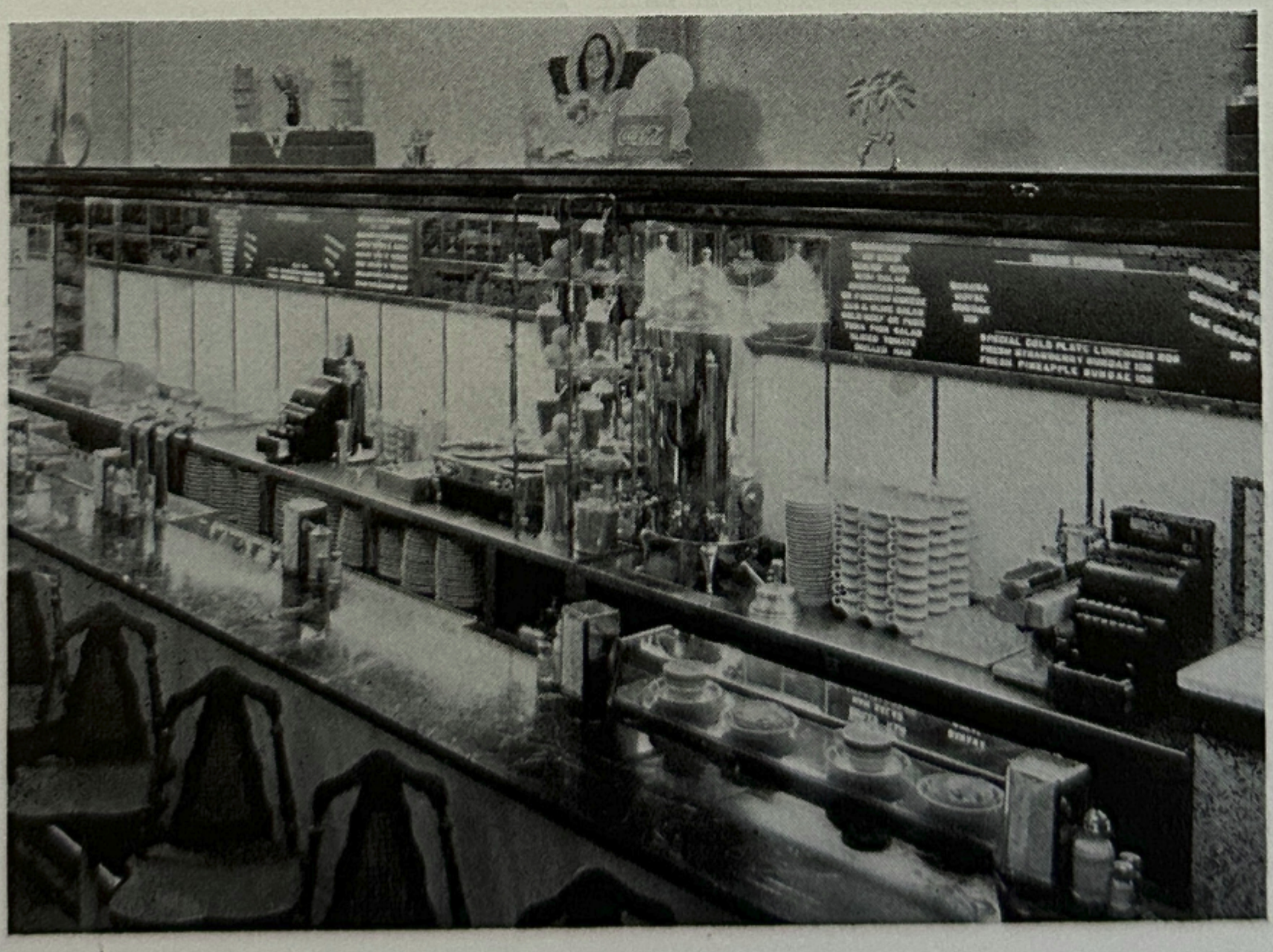
SOUPS

Canned soups have been so perfected that it is less expensive from a standpoint of ingredient cost, as well as preparation time, to use this type. A greater variety may be served. The new soup bar is attractive and economical.

UNITS WITHOUT PREPARATION ROOMS

Grills take the place of the ordinary stove in units without preparation rooms. A small grill will successfully take care of broiled items, patties, codfish cakes, and similar items. Pots may be placed on this piece of equipment and potatoes boiled or vegetables cooked this way. A Dutch Oven, placed on top of the grill, may be successfully used to roast pork, veal, lamb, or to cook pot roast.

The combinations given on the following pages have been successfully tried out. The starred menu combinations should be used for units without preparation rooms, though all combinations listed are suitable for the larger type unit with adequate preparation space.



This luncheonette is well equipped to handle food service in a speedy and efficient manner. Menu boards on the back bar present the day's offerings to the customer in a clear and concise manner. Plates and cups are neatly stacked and ready for quick service. Note the food display in the glass case in the foreground. Good food service brings repeats.

Typical Menu Combinations

(The starred combinations are especially designed for units without preparation rooms)

Baked Stuffed Pork Chop — a la carte 25c — with 2 vegetables 35c
Candied Sweet Potato
Fried Apple Quarters

★

Lamb Stew with Vegetables (Casserole) — 20c
(Small units may serve in soup bowl)
Cole slaw or Lettuce and Sliced Tomato as an accompaniment — 25c–30c

★

Baked Ham with Boston Baked Beans
Ham — a la carte 20c — with beans 25c–30c
Individual pot of Baked Beans — 10c
(Use canned beans. Several excellent brands on market. Larger units may cook additional salt pork and serve a piece on top of each bean pot)

★

Salisbury Steak with Mushroom Gravy — a la carte 20–25c
(Small units may list this as Hamburger Steak)
Mashed or Fried Potato — 05c–10c
Carrots and Peas (Fresh Frozen very good) — 05c–10c

★

Braised Breast of Lamb — a la carte 20–25c
(May be cooked in Dutch Oven)
Parsley, potato, or
Spaghetti, Creole Sauce (Use sauce for gravy over lamb) — 10c
Fresh String Beans — 05c–10c

Turkey Croquettes, Fricassee Sauce — a la carte 20–25c
Baked Sweet Potato — 05c
Saute Corn — 05c

★

Breaded Veal Cutlet, Tomato Sauce — a la carte 20–25c
(Small units may use tomato soup as tomato sauce)
Grilled Tomato where brown gravy is used or Buttered Lima Beans where tomato sauce is used (Fresh Frozen Lima Beans recommended) — 05c
Mashed potato — 05c

★

Codfish Cakes with Spaghetti — a la carte 20–25c
Buttered Peas or Fresh String Beans — 05c

★

Country Sausage, Brown Gravy — a la carte 20c
Mashed Potato — 05c
Sauted Pineapple Ring — 05c

Roast Loin of Pork, Brown Gravy — a la carte 20–25c
Oven Browned Potato — 05c
Apple Sauce (Canned recommended) — 05c

Pot Roast, Vegetable Gravy — a la carte 20–25c
Hashed Browned Potatoes — 05c
Buttered mixed vegetables — 05c–10c

Halibut Steak with Tartar Sauce — a la carte 15–20c
Baked Stuffed Potato — 05c
Escalloped Tomato (Should be served in side dish) — 05c

★				
Frankfurters with Hot Potato Salad				
Frankfurters with Baked Beans (Canned)				
Frankfurters with Sauerkraut (Canned)			(Depending on size	
Frankfurters rolled in Bacon		15–20–25c	of Frankfurters)	
Roast Fresh Ham, Gravy	a la carte	20–25c		
Escalloped Sweet Potato				05c–10c
Buttered Spinach				05c
★				
Creamed Salmon or Tunafish on Toast	a la carte	15–20c		
Buttered Peas				05c
Lettuce and Sliced Tomato				05c
Baked Stuffed Green Pepper en casserole		15–20c		
Macaroni au Gratin				05c
Pickled Beets (Should be served in side dish)				05c
★				
Creamed Chipped Beef on Toast with Peas	a la carte	20–25c		
Mashed Potato				05c
★				
Boiled Beef Tongue	a la carte	20–25c		
Parsley Butter Potato				05c
Buttered Spinach				05c
Scallops and Bacon, Tartar Sauce	a la carte	20–25c		
Mashed Potato				05c
Cole Slaw				05c
(French Fried Potatoes or Saratoga Chips also recommended)				
Spare Ribs (Either corned or fresh. List which kind)				
	a la carte	20–25c		
Sauerkraut (Canned)				05c
Mashed or Boiled Potato				05c
Meat Cakes, Mushroom Gravy or Creole Sauce (List which kind)	a la carte	15–20c		
Home Fried Potatoes				05c
Julienne Carrots				05c
Creamed Shrimp on Toast	a la carte	20–25c		
Buttered Peas				05c
French Fried Potatoes				05c
★				
Creamed Ham and Green Pepper on Toast	a la carte	20–25c		
Spanish Rice				05c
Combination Salad (Serve on Side Dish)				05c
Hard Boiled Eggs with Cheese Sauce (Serve on Toasted English Muffin)	a la carte	20–25c		
Buttered Asparagus				05c–10c
Sliced Tomato				05c
Scrambled Eggs with Cheese	a la carte	20–25c		
French Fried Potatoes				05c
Buttered Peas				05c

Rolls and butter are served with all combinations. However, items served on toast or Toasted English Muffins may be listed without rolls and butter but they must be served on request.

For instance, if the menu lists an item where toast is part of the complete entree (creamed chipped beef on toast) the caption on the menu may read "Rolls and butter served with entree items except those lined with toast."

The following commodity costs are furnished to help you plan your menu with more assurance of profits.

Vegetables

Costs and Portions

	Type Recommended	
ASPARAGUS:	Canned No. 2½ can	Yield 12 2-oz. portions. Cost per doz. cans ..... **$2.25** to **$3.15**
LIMA BEANS:	Fresh Frozen	Allow 2 oz. for luncheon—4 oz. a la carte. Price per pound ..... **.19** to **.24**
STRING BEANS:	Fresh	28 lbs. to bushel. Cleaned and cooked will yield 185 2-oz. portions. Price range ..... **1.75** to **3.70** bu.
	Fresh Frozen	2 oz. on luncheon—4 oz. a la carte. Price range ..... **.16** to **.24** lb.
BEETS:	No. 10 can	25 luncheon portions to each can. Price range per dozen cans ..... **3.00** to **4.50**
BROCCOLI:	Fresh Frozen	2½ oz. portion on luncheon—4 oz. a la carte. Price range ..... **.22** to **.26** lb. Serve buttered, cream sauce, or Hollandaise.
BRUSSELS SPROUTS:	Fresh	Sold in drums—½ drum will weigh 25 lbs. Cleaned and cooked will yield 120 2½ oz. portions. Price range ..... **1.75** to **3.50** Serve buttered or with a cream sauce.
CABBAGE:	Sold in bags or by the pound	50 lbs. will yield about 200 3-oz. portions. Price range ..... **.01** to **.03** lb.
CARROTS:	Fresh Only	50 lbs. to a bushel. Cooked will yield about 250 2½-oz. portions. Price range ..... **.01** to **.03** lb.
CAULIFLOWER:	Fresh	30 lbs. to crate. Luncheon, 10 portions to each head of cauliflower. Price range ..... **1.25** to **2.75** crate Serve buttered, with cream or Hollandaise sauce.
CORN:	Cob Cut, canned, or Fresh Frozen	No. 10 tins. Yield 40 luncheon portions Price range ..... **4.25** to **7.00** doz. Fresh Frozen ..... **.18** to **.22** lb.
EGGPLANT:	Fresh	50-lb. crates or may be purchased by dozen or portion of dozen. Serve 3 oz. portion, fried in slices, or cut. Julienne of luncheon—4 oz. a la carte. Crate will yield 200 portions. Price range ..... **2.00** to **4.25**
MUSHROOMS:	Fresh	For use in casserole dishes, gravies, etc. 3 lb. tills. Price range ..... **.50** to **1.10** till
PEAS:	Fresh Frozen	Each pound will yield 8 to 10 luncheon portions. Price range ..... **.19** to **.24** lb.

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HELMCO
1215-1233 W. Fullerton Avenue
CHICAGO

HELMCO HOT CUPS AND FUDGE WARMERS

RHUBARB:	Used as Fruit or Vegetable	1 lb. to bunch. 3 to 5 oz. portions. Cost per pound ..... **.025** to **.05** lb.
SPINACH:	Fresh	18 lbs. to bushel. 2 oz. on luncheon—4 oz. a la carte. Yield 60 2-oz. portions to bu. Price range ..... **.75** to **1.50** bu.
	Fresh Frozen	8 luncheon portions to pound. Price range ..... **.16** to **.22** lb.
SQUASH:	Fresh	Serve mashed or baked. 40 lbs. to bu.—85 luncheon portions—70 a la carte portions. Price range ..... **1.00** to **1.50** bu.
TOMATOES:	Fresh	Sold by lug, 30 lbs. to lug. 3 or 4 to a lb. size. Price range ..... **1.10** to **3.50** lug
	Canned	No. 10 tins ..... **3.50** to **4.75** doz.
TURNIPS:	Fresh	Sold by pound. White. Serve buttered or Creamed Yellow. Mix with white potato and serve mashed. Price range.. **.01** to **.02** ½ lb.

Potatoes

Costs, Portions, Preparation

White Potatoes: 100 lbs. to a bag. Price range, Low 1.50, Medium 2.25, High 3.50. 250 5-oz. portions to 100 lbs.

Use Idaho Potatoes for baking—140 size. Price range, 54 lb. box, Low 1.60, Medium 2.40, High 3.25.

Sweet Potatoes: Large units may buy in No. 10 cans.
Small units purchase small cans.

No. 10 cans will yield 19 4-oz. portions (a la carte)
38 2-oz. portions on plate luncheons.
Cost, 3.40-4.50 per dozen cans.

Household size for small units or for emergency use will yield:

5 portions a la carte.
7 portions on plate luncheons.
Cost 10 cents per can.

There is no waste to these potatoes. Also no cooking preparation. They may be prepared from the can as candied sweet potatoes, etc. These also come in cans, mashed. Mashed sweet potatoes are not often served.

COOKED POTATOES

Mashed potatoes are especially good served with hot sandwiches.
To keep on steam table: Place in small china bain marie, do not fill too full. Set in large steam table pot which has small amount of hot water in bottom. When serving take from bottom to insure a hot item.

Lyonnaise: (A fried potato. Sliced or chopped.) Prepared with onion. Should, therefore, only be used in units having preparation room. Especially good with steak, hamburger, liver.

Hashed Browned: Chopped fine. Browned in pan on top of stove. Use a good grade of vegetable shortening. Do NOT use bacon drippings as they will discolor the item.

Whole Boiled: Should be uniform in size. Watch so that this item is not over-cooked in which case it will crumble in service. Best kept in flat pan. Boiled dinners, fish and vegetable plates may list this item. Vary by using melted butter and chopped butter over potato and list as Parsley Butter Potato.

Home Fried or Cottage Fried: Cold boiled potatoes, sliced, and browned in pan on top of stove. Turn so that both sides are brown. May also be cut in cubes.

German Fried: Prepared with onion. Use only where preparation room is available as these potatoes give forth a very strong odor when cooking but may be kept on steam table without offense. Are very popular. Good with steak and ham items. Onions are sliced with potato and fried in same pan.

French Fried: Idaho Potatoes best. Peel and cut in strips. Soak in ice water for half an hour. Drain and dry on clean towel. Potatoes should always be "blanched," that is, cooked in clean grease at a 395 degree temperature. (If no thermometer is available, a cube of bread will turn a golden brown in 20 seconds which will give the right temperature.) Cook until just turning brown. Set aside. When ordered, or when sending to steamtable put back into the hot grease and cook until a golden brown. Drain on brown paper. Salt. Most popular type of potato. Served with practically all items.

Creamed Potatoes: Boiled, new potatoes of uniform size served with a cream sauce. Boiled potatoes, cut in cubes and incorporated in cream sauce. May be put into a flat pan, sprinkled liberally with cheese and dusted with paprika. Put into oven to brown. List as au gratin potatoes.

Baked Potatoes: Idaho best to use but when too expensive or not available large grade A potatoes may be used. Method of baking the same. Scrub skins and rub lightly with grease or vegetable oil. Bake in 400 degree oven until soft when pricked with tines of fork. Should be lightly pricked to let out steam when done. When serving make a small slit in top of potato and press. Put pat of butter in opening and dust with paprika.

Baked Stuffed Potatoes: Baked stuffed potatoes keep better. Bake potato and split lengthwise. Remove potato from shell. Mash with butter and top milk. Season with salt and pepper. Refill shells. Dot with butter, dust with paprika. Put in oven to brown. May be browned under grill in a few minutes so may be prepared ahead of time and browned a few at a time which will insure a good item. Sprinkled with cheese may be listed as "Baked Stuffed Potato au Gratin."

Small units having Dutch Oven may use same for baked Potatoes but should bake at intervals as they will become "soggy" if kept too long.

Sweet Potatoes: May be French fried, plain fried, baked, candied or cooked with apples. These are listed as Escalloped Sweet Potato.

Potato Substitutes: Rice, Macaroni, Spaghetti and Noodles.

Fish

Costs, Sizes, Portions

BLUEFISH: Portion size 3 to 4 oz. on luncheon. 5 oz. on a la carte listing.
Weight of fish—1½ to 3 lbs.
Price range per pound .....Low .12c Medium .16c High .24c

BOSTON BLUEFISH: Same portion size.
Weight of fish 4 to 8 lbs.
Price range per pound .....08c .12c .14c

CODFISH: (Also listed as Haddock and Scrod.) Same portion size.
5 to 7 lbs. best to buy
Price range per pound .....06c .08c .14c

HALIBUT STEAK: Same portion size.
Headless, runs from 5 to 20 lbs.
Price range per pound .....14c .18c .22c

MACKEREL: Same portion size.
2½ lb. size best. Will yield half that weight when boned, filet of mackerel.
Price range per pound .....10c .18c .22c

FLOUNDER: (Filet of Sole) Portion size 3 oz. on luncheon--4 oz. a la carte.

3 lb. fish will filet out to ⅓ of original weight, or 1 lb.
Price range per pound .....08c .12c .16c

WEAKFISH: 2½ lbs. to 4 lbs. best weight to purchase.
Baked whole and cut in portion sizes: 3 to 4 oz. on luncheon. 5 oz. a la carte. Boned out for broiling will lose half its weight. Same portion size.
Price range per pound .....10c .14c .16c

The above varieties of fish are most often found on menus. Other types which are served as individual fish, broiled or pan fried, ½ lb. size on luncheon, ¾ lb. size a la carte, are Sea Bass, Striped Bass, Perch, Porgy, Whiting.
Price range per pound .....08c .16c .24c

In figuring costs allow for butter or other grease used in cooking. Also items used in breading and sauces such as Tartar Sauce or Creole Sauce, if served with fish.

Meat

Size of Portions—Costs, Raw and Cooked

BEEF:	Boneless Chuck for Stew	Yield, 15 portions per gallon **.20c** to **.27c** per pound raw **.07c** to **.10c** cooked portion
	Liver	**.16c** to **.24c** lb. raw **.06c** to **.09c** cooked portion 4-oz. cooked portions
	Corned Beef	**.23c** to **.28c** lb. raw **.12c** to **.14c** cooked portion 4-oz. cooked portions
	Chopped Beef (Hamburger)	**.18c** to **.24c** lb. raw **.05-.07c** to **.07-.09c** cooked portion 4 to 6-oz. cooked portions
	Pot Roast (Bottom Round)	**.20c** to **.24c** lb. raw **.12c** to **.14c** cooked portion 4-oz. cookedportions
PORK:	Roast Loin—10 to 12 lbs. each	**.21c** to **.27c** lb. raw **.15-.16c** to **.20-.21c** cooked portion 2 to 3-oz. cooked portions
	Loin Pork Chop	**.21c** to **.27c** lb. raw **.13c** to **.16c** cooked portion
	Roast Fresh Ham, 10 to 14 lbs. each	Portion size 2 oz. on moderate priced luncheon. 3½ oz. portion on average luncheon. 4 oz. a la carte. **.18c** to **.24c** lb. raw 20 oz. cooked: **.10c** to **.12c** 3½ oz. cooked: **.11c** to **.14c** 5 oz. cooked: **.12½c** to **.15½c**
	Spare Ribs (Corned or Fresh)	1 lb. raw Price range **.16c** to **.20c** Cooked portion **.11c** to **.14c**
	Smoked Ham	12 lb. ham raw will yield 35 luncheon portions, 25 a la carte portions. Price range, raw **.22c** to **.30c** lb.
LAMB:	Roast Leg	6-8 lbs. raw (5 lb. size the best) Price range, raw ..... **.22c** to **.26c** lb.

		3 oz. cooked luncheon portion	.11c	to .14c	
		4 oz. a la carte, cooked portion	.13c	to .16c	
	Lamb Stew (Chuck)	Allow 2½ lbs. of meat per gallon. 4 lbs. of meat.			
		Price range, raw	.15c	to .18c	lb.
		Cooked portion	.07c	to .08c	
VEAL:	Leg (Veal Cutlet)	Portion size, 4 oz. raw.			
		Price range	.22c	to .27c	lb.
		25 lbs. will yield, cut and boned out, 40 4-oz. cutlets			
		Cooked portion	.14c	to .17c	
	Roast Shoulder	Portion size 3 oz. on luncheon 4 oz. a la carte			
		12 lbs. raw will yield 25 portions for luncheon 20 a la carte			
		Price range, raw	.18c	to .21c	lb.
		Cooked, luncheon portion	.09c	to .11c	
		Cooked, a la carte portion	.10c	to .13c	
	Veal Fricassee	12 portions to 2½ lbs. meat. (This equals 1 gal. Fricassee)			
		Price range, raw	.16c	to .22c	lb.
		Cooked portion	.05c	to .06c	

Fruits

Recommendations, Costs, Uses

APPLES

Baking apples: Roman Beauty, Spitzenburg, Johnathan, or Winesap, A la carte size for baking, 88's. Dessert size, 138's. (Omit from Summer Menu.)

Pie Apples: Greenings, Baldwin, or Pippin preferred. Bushel will yield about 45 lbs. peeled. Price Range $.75 to $1.75.

To Bake:

Wipe apples. Core. Peel one-third way down.

For 12 apples, size 88.

Into long steam table pan place the 12 apples, cut side down.

Prepare a syrup of: 1 qt. hot water, 1 # granulated sugar, pinch of salt

Pour over apples

Place a similar pan on top. Cook gently, on top of stove.

Cook until tines of fork, when inserted, go in easily.

Remove from top of stove, sprinkle with a light covering of granulated sugar after turning apples cut side up. Baste well. Place in a 500 degree oven, uncovered. Baste frequently and cook until glazed.

If a broiler is available the pan may be placed under the broiler until glazed but must be carefully watched to prevent burning.

This is the a la carte size. Size 100 for luncheon or on club breakfasts.

SERVICE:

Place a la carte apple in cereal bowl. Serve with 30% cream.

Dessert apples may be placed in 3½" fruit saucers. 20% or 25% cream may be served with the luncheon apple or cream may be heavier and an extra charge made for same. In every case the juice should be plentiful enough to serve with apple.

RAW: Raw apples usually appear on a la carte menus or are displayed in cafeterias. Fountains use raw apples in fruit displays. They are then available if requested. Size 88.

KIND: Delicious, Gravenstein, or McIntosh.

SERVICE: Place on salad size plate, doily underneath. Fruit knife or, if not available, a steel bladed knife.

APPLE JUICE:

Canned. Used as an appetizer.

APPLE SAUCE:

Canned apple sauce recommended. Uniform and reasonable.

Place on menu:

As an accompaniment to meat, chiefly Roast Pork or Roast Fresh Ham.

On breakfast menus.

On luncheon menus, with Gingerbread.
Used as a base for Apple Sauce Cake.
Fried Apple Quarters: A variation of apple sauce. To make:—
These keep their shape better if cooked in the oven. Do not peel.
Select same kind of apple as for baking. Cut into sections. Grease pan heavily with any good vegetable shortening. Place sections in rows. Sprinkle with light brown sugar, salt and a small amount of ground cinnamon. Add more shortening, to keep from sticking to bottom of pan, if necessary. Cover with similar pan for first half hour. 500 degree oven. Shake pan two or three times after top pan is removed. Will be slightly glazed. Cooking time, approximately 45 minutes.

Dessert Items:
Apple pie
Apple Pudding (Brown Betty)
Apple Dumpling with Hard Sauce
Apple Roll

APRICOTS:
Dried or canned. Fresh usually too expensive.
Place on Menu:—Stewed on breakfast menus.
Sometimes used with prunes.
Apricot Pie, Souffle or Whip. Upside-down cake.

AVOCADOS:
For Salads
Sold in flats
Size 16 to a flat best
Price Range: $1.00 to $2.50

BANANAS:
Place on Menu: As raw fruit.
Sliced, with cream, on breakfast menu
In fruit cups. Salad
Broiled as an accompaniment to meats
16 to 22 to a bunch—weighs about 5 lbs.
Price Range $.15 to $.40 doz.
Medium ripe for fountain use, fruit salad, etc.
Only partially ripe for baking or broiling

CHERRIES:
Canned generally used
Royal Anne as a breakfast fruit or as a dessert item
Ox Heart (Fresh) sometimes used in salads

DATES:
Use stuffed with cheese in salads
As a dessert item

FIGS:
Preserved in syrup. On breakfast menus

GRAPES:
Seedless. Used in salads and fruit cup
Tokay. Used in salads and fruit cup

GRAPEFRUIT:
California, Florida or Texas
Omit from menu during summer
Size 54 for a la carte (half). May be served as a dessert when not more than five cents each.
PREPARATION: Cut in half evenly. Cut small slice from rind so the half grapefruit will remain firmly on plate.
Carefully remove center section. If seeded remove all seeds.
With sharp knife cut around sections to loosen.
DO NOT sugar. Serve with fine fruit sugar on side.
Segments used for grapefruit supreme and combined, many times, with orange segments. Used in salads very frequently.
126's luncheon or breakfast
Buy ½ box at a time. Small units by the doz. or less
Price Range $1.50 to $4.00 box. When higher do not use

LEMONS:
As a garnish. Especially with fish. Sections, service with tea. Serve section with ice tea. Slice, with hot tea.
California—300 or 360 size recommended
Usually bought by the dozen
Average price 3c each. Occasionally 2c each

MELONS:
Watermelon—28-30 lbs. recommended. Low $.65, Normal $.90, High $1.40
Cantaloupe—Medium 36 to crate. May be bought by the dozen (or less) by crate or half-crate
Honeydew—Low $1.00, Normal $1.75, High $3.00
Used in fruit cups. Used as Melon Ball Cup.
(Cut and left over melons may be utilized this way)
Cantaloupe and Honeydew used on breakfast menus. Also as dessert.

PEACHES:
Calfornia—Display and a la carte only
Other localities Purchase by bushel or part of bushel
Price Range $1.25 to $3.00
Use canned, #10 tins for pie, cobblers, etc.
Use good grade #2½ tins for canned fruit service

PEARS:
Bartlett. Canned. For fruit service and salads.

PINEAPPLE:
Canned, sliced. Used as a dessert and in salads
Fresh. Used as a dessert in combination with other fruits
Fresh Frozen. Very good. Prepared with

sugar. Very nice served with mint as a Minted Pineapple Cup

$.16 lb. fresh frozen.

ORANGES:

California—For sliced oranges, fruit cup and salad. 176 size recommended

Florida—For Orange Juice. 176-216 size recommended

Price Range. Box $2.00 to $5.00

Will reach $9.00 to $10.00 mark. Avoid placing on menu

PRUNES:

May be purchased canned.

Usually a dried prune is used. Cooked with very little water, lemon slices for additional flavor. If sugar is desired this is added after prunes are cooked while still warm.

Used on breakfast and luncheon menus

Prune juice served as appetizer on all meals

Canned. Sometimes used as a dessert.

BERRIES:

Blueberries. Fresh and fresh frozen

Fresh frozen used in pies, muffins, cottage pudding

Fresh used on breakfast menu, in season, in combination with uncooked cereal.

Blackberries. Not as popular as blueberries. Very seedy. Used in same way

Canned cranberry jelly recommended

Currants. Jelly

Ready prepared recommended

Strawberries. Very popular. Fresh and frozen

Fresh frozen very good

Used in shortcakes, bavarians, pie

Fresh strawberries used on breakfast menu in combination with uncooked cereal

Raspberries. Very popular but not as widely used. May be used the same as Strawberries

Strawberry and Raspberry Jam, ready prepared recommended. Marmalade likewise generally served, without extra charge, as a complement to breakfast toast.

Luncheon Recipes

LAMB STEW

3 gallons—50 portions.

15 lbs. of lamb chuck. Chop into pieces about 3 oz. each. If preferred the meat may be purchased boned but will cost more. Or may be boned out on premises. Avoid fat.

Cut into large pieces the following vegetables:

2 lbs. yellow onions.

1½ lbs. carrots.

1 lb. celery. (Use only outside stalks. Save inside stalks for salads or sandwich mixes.)

1 No. 10 tin tomatoes. (When making Irish Lamb Stew omit the tomatoes.)

Put vegetables in with meat. Cover with cold water and bring to a boil. Lower heat and gently simmer, with cover on pot until meat is tender.

Cook in separate pot 5 lbs. peeled white potatoes, cut in large cubes. Salt the cooking water.

Put potatoes into cooked stew.

Season well with salt and white pepper. Add a sprinkling of celery salt and paprika.

Just before service chop ½ bunch of parsley fine and sprinkle into stew for color.

If dumplings are to be served these may be made by mixing prepared flour with just enough water or milk so that they will drop from a No. 30 or No. 40 scoop. Drop into boiling stew, cook with cover on for 10 or 12 minutes.

Lamb, Beef, or Veal Stew may be made into pot pie by covering with either a biscuit or pastry crust.

Potatoes may be omitted and the stew put into individual casserole with a border of mashed potato.

Lamb chuck with bone in at 18 cents per pound will bring the cost of 8 oz. of stew to 7 cents.

BAKED STUFFED GREEN PEPPER

Use four-to-a-lb. size. Carefully remove cap which may be used in cole slaw or as seasoning in croquettes etc. Remove seeds and all white part. Wash. Cut in half, lengthwise.

For 24 portions: 12 peppers.

3 lbs. chopped meat.

1 lb. cooked rice.

1 small onion chopped.

3 cups tomatoes.

Season well and mix all together.

Parboil peppers in hot, salted water for 5 minutes. Cool and stuff, rounding the top.

Sprinkle top with buttered bread crumbs and paprika.

These may be laid in rows in baking pan or may be cooked in casserole dishes. If the latter method is used put tomato sauce or brown gravy in bottom of dish before putting into oven.

If baked in long pan, serve with Tomato Sauce, Creole Sauce, Brown Gravy, or Mushroom Gravy.

Ground ham ends may be used instead of the chopped beef if preferred.

Peppers may also be stuffed with either salmon or tuna fish, in which case omit the tomatoes and use a thick cream sauce to bind the mix together. If the fish stuffing is used, it must be listed on menu.

Peppers at 10 cents per pound, meat at 22 cents per pound—portion cost, with gravy, will be 6 cents.

CREAMED CHIPPED BEEF ON TOAST

(2 qts. of this mix should serve 12 liberal portions, approx. 5 oz. each.)

For 1 qt. of mix.

¼ lb. chipped beef. Tear slices apart with fingers. Freshen in hot water. Drain after soaking for 5 to 10 minutes.

Put large lump of butter—about 3 oz. in frying pan. Melt. Saute beef in this.

Add 1 heaping tablespoon flour and stir until blended with butter.

Now add slowly 3 cups warm, rich milk.

Stir until thick, and transfer to double boiler to keep hot.

This is a popular and easily made item and fine for the small unit.

May be served with Mashed Potato, Baked Potato, French Fried Potato.

Usually served with peas as the vegetable accompaniment.

With chipped beef at 40 cents lb., 5 oz. of finished item will cost 6 cents. (This does not include vegetable accompaniments.)

CREOLE SAUCE

For 3 qts.

Saute in any good vegetable shortening or bacon drippings:

1 medium yellow onion chopped fine and ½ lb. green peppers chopped. (Real Creole Sauce should always have a clove of garlic chopped and sauted with the onion and green pepper. Do not use garlic unless preparation room is available.)

Slice ½ lb. fresh mushrooms, caps and stems (do not peel) and cook with the onion and green pepper.

Add ½ No. 10 tin tomatoes.

Add 3 cups beef stock. (Small units may use canned consomme or beef broth.)

Season well.

Simmer for 1 hour.

Melt 2 large serving spoons of any good vegetable shortening in frying pan and when bubbling hot, blend in same amount of flour. Put this into the sauce to thicken. Cook 30 minutes longer.

Creole sauce will cost—Low, 20 cents a qt. Average, 25 cents a qt.

CREAM SAUCE

This sauce may be kept under refrigeration for several days but must be watched carefully. If temperature is changed, it is apt to sour. Very handy to use for emergency dishes.

Recipe for 1 gallon:

½ lb. butter melted, bubbling hot.

Blend in carefully, same amount of flour.

Stir in slowly 1 gallon warm milk.

Season with salt and white pepper and a pinch of paprika.

Cook for at least 30 minutes stirring constantly with a French whip.

Figure cost of cream sauce: Low, 15 cents a qt. Average, 20 cents a qt.

FRICASSEE SAUCE

For 1 qt.

6 tablespoons melted butter or chicken fat.

Blend in ½ cup flour.

Slowly add 1 pt. warm chicken stock and 1 pt. warm, rich milk.

Cook until smooth.

Season well. A little chopped parsley may be added for color and seasoning.

Cost, Low, 15 cents. Average, 20 cents qt.

COUNTRY MEAT CAKES

Serve 2 cakes to an order. These are not breaded. Cooked on top of stove in skillet.

Mix:

1 small yellow onion chopped fine and sauted in bacon drippings with 2 green peppers chopped fine.

3 lbs. ground up beef, pork or veal leftovers. (May be combined but do not include ham.)

3 cups leftover mashed potatoes or 2 cups cooked rice.

Mix all together and season highly adding 1 tablespoon Worcestershire Sauce.

Add just enough brown gravy to hold mix together. About 1 cup.

Stand in cold place for 1 hour. Then portion out with No. 30 scoop.

Make into flat cakes. Dredge with flour on both sides and fry in any good vegetable shortening. Turn once during cooking process.

Serve 2 to an order with brown gravy underneath.

Yield 25 portions. Cost per portion, including brown gravy, 6 cents.

SHRIMP

12 lbs. of shrimp at 22 cents per lb.

To cook shrimp: Put into boiling water into which ½ cup of vinegar has been added. Boil for 10 to 12 minutes. Drain off water and let cold water run over the cooked shrimp. Peel and clean. (Be sure the black line running down back of shrimp is removed.)

Saute in ½ lb. butter.

Allow 7 lbs. fresh frozen peas to the 12 lbs. shrimp.

Mix with 9 qts. cream sauce.

This is a quantity recipe serving 75 portions.

May be served on toast or in patty shells. Cost in shells will be 10 cents.

CREAMED HAM AND GREEN PEPPERS ON TOAST

Allow 5 oz. to a portion.

This is a fine way to use up leftover ham ends.

1 lb. ham cut in small cubes.

2 green peppers coarsely chopped and sauted in butter.

Mix together and incorporate in 1 qt. of cream sauce.

May also be served on Cooked Rice or noodles.

Very good for small units.

With ham at 36 cents per pound and green pepper at 10 cents per pound, portion cost, including toast will be 6 cents.

ESCALLOPED HAM AND POTATOES

2 lbs. of ham ends chopped medium fine.
5 lbs. white potatoes. Peel and slice. DO NOT COOK.

Butter long steamtable pan.

Place half the potatoes in pan. Sprinkle over the potatoes 1 cup flour.

Season with salt, pepper and paprika.

Cover with chopped ham.

Add a sprinkling of chopped parsley and onion for flavor.

Add rest of potatoes and cover with 1 cup flour. Season.

Over all pour 1 qt. milk.

Bake in 350 degree oven until potatoes are done. If potatoes brown too rapidly cover pan with parchment or brown paper for a time.

Serve with a slotted serving spoon. 5 to 6 oz.

Ham at 36 cents per lb., potatoes at .025 cent per lb., cost of 5-oz. portion will be 5 cents.

TOMATO RAREBIT

Cheese may very well take the place of fish on fast days. The following recipe is a very popular entree item.

Melt ½ cup butter and ½ cup vegetable shortening.

Add:

1½ cups flour and blend well.

3 cups of warm milk, gradually.

Salt and white pepper. Dash of paprika and Worcestershire Sauce.

Now add:

6 cups tomato puree.

Last, 3 cups Old English Cheese broken in very fine pieces. Stir until melted into hot mix but do not boil after cheese is added.

Yield, 15 portions.

BAKED CREAMED SALMON

For 48 portions.

To be baked in long steamtable pans.

8 cans of salmon (tall cans)

Drain, pick over and remove all bones and skin.

Put fish into

1 gallon of cream sauce,

Add

6 well beaten eggs

1¼ lbs. bread crumbs

Season with juice of one lemon, small amount of salt, a little paprika.

Divide mix into two equal portions and put each portion into well-buttered steamtable pan.

Sprinkle lightly with bread crumbs, dot with butter, and sprinkle lightly with paprika.

Bake until top is a golden brown.

This same mix may be used for stuffing green peppers:—Parboil peppers which have been cut in half lengthwise. Place cream sauce in the bottom of the oval individual baking dishes. Place stuffed pepper in dish. Sprinkle crumbs on top and bake.

WAFFLES ARE APPETIZING AND EASY TO SERVE

Don't overlook the importance of waffles. Waffles are appetizing and appealing. They can be eaten alone with syrup or sugar or juices or with any combination of meat, fruit, or bacon, etc. With the use of regular waffle mixes that are available to fountain operators, it is easy and practical to make uniformly delicious waffles for one serving or for 50 servings with virtually no waste.

CREAMED SHRIMP AND PEAS ON TOAST

Clean 3 cans of shrimp which have been drained of juice and well washed. (To wash, place shrimp in wire sieve and let cold water run over fish). Be sure and clean the small membrane from each shrimp. This runs along the back of the fish. Use a small, sharp pointed knife and wash after this process to remove any small black particles which may cling to fish.

Use 1 lb. frozen peas which have been cooked until tender. Combine shrimp and peas and add to 2 qts. of well-seasoned cream sauce.

This is also very palatable served in patty shells or over tea biscuit. In serving over the biscuit, split the biscuit in half and cover each side with the mix.

Tuna fish or crab meat may be substituted for the shrimp if desired or as a menu variation.

GRILLED SARDINES

Boneless sardines of the large type should be selected for this item.

Dip day-old bread in a wash made by beating two whole eggs in a pint of milk.

Place this bread in a skillet which has just enough grease in it to brown the bread without burning. Brown on both sides.

Prepare as much of this "fried bread" as you think you will need. Spread each slice lightly with a paste made of equal parts of prepared mustard and horseradish. (This horseradish mustard may also be bought ready prepared.) Place sardines on top of slice, sprinkle lightly with lemon juice, paprika, and finely chopped parsley. Place under grill to toast lightly. This item is best served as a short order but may be made up ahead in not too large quantities and kept hot on steamtable. Serve with potato chips.

SPECIAL TOMATO RAREBIT

2 cups butter, melted
2 cups any other good shortening, melted
Stir in
6 cups flour
Slowly add
3 qts. of boiling milk
Now add
2 No. 10 cans Tomato Puree
12 cups finely grated dairy cheese. *Do not boil* after adding cheese.

CHEESE TIMBALES SERVED WITH TOMATO SAUCE

Melt
½ pound butter
½ pound any good shortening
Add
1 cup flour
Add
1½ tsp. salt
½ tsp. paprika
Gradually add
6 cups warm milk
4 cups grated dairy cheese

Continue cooking until cheese is thoroughly incorporated in cream sauce.

Now add
4 cups cooked rice which has been combined with the beaten yolks 12 eggs
Last, fold in the beaten egg whites
Transfer to well-greased custard cups.

Place in shallow pan half filled with water and bake in moderate oven, 350 degrees F. or until firm and brown on top.

Unmold and serve with any good tomato sauce.

ESCALLOPED EGG AND POTATO

5 lbs. cooked potatoes (7 lbs. raw.—.025 lb.)	.1750
Cube potatoes	
Butter long baking pan (2 oz. butter—.38 lb.)	.0475
Cover with thin cream sauce	
Cut hard-cooked eggs in quarters and place (cut side down) in rows, on top of potatoes	
Allow 2 dozen eggs for this (.36 doz.)	.7200
Cover all with cream sauce, 1 qt. in all (.20 qt.)	.2000
Dot with butter and sprinkle with paprika	.0500
Top with buttered bread crumbs	.0500
	1.2425

Bake in moderate oven until top is a golden brown.

Serve with slotted spoon.

Yield: 25 portions.

Cost: .05 each.

STUFFED BAKED POTATO

(Stuffed with shredded fish.) Best for this purpose are Idaho potatoes. Since one-half a potato is used it will not be too expensive. Bear in mind that in stuffing potatoes, more must be cooked than you will serve. Allowance must be made for the extra amount that is needed to stuff. Since there is a difference between the amount realized from a boiled and baked potato, many operators cook thirty potatoes for stuffing twenty-five. Others use mashed boiled potatoes for the fancy fluted topping which finishes off this item. One method is as good as the other especially when some

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FIXT *Whole Wheat Chocolate Pudding*

ANOTHER FAMOUS FIXT PRODUCT

other item is mixed with the potato.

Fresh-boiled or salted codfish makes a good mix. Salted codfish, if it is used, must be soaked overnight in cold water or it will be far too salty to be palatable. If fresh cod is used, however, the stuffing must be salted and seasoned to taste.

After the potatoes are baked they are halved (lengthwise) and the potato scooped out, leaving the shell. To prevent the skins from becoming too crisp and cracking when split, they should be greased before cooking. This may be done by rubbing the surface of the well-scrubbed potato with any good vegetable oil. An excellent method to use in baking potatoes is to cover the bottom of a baking pan with rock salt and place the potatoes on this, turning them once or twice during the baking process. After the potato has been scooped out of the shell, add butter and a little hot milk, beat well and season to taste with salt and white pepper. There should be enough of the fish added to give it a real flavor. A good proportion is to use as much fish as potato.

Fresh cod costs about a fourth as much as salted cod. The salted cod, however, has no waste. If codfish costs eight cents a pound uncooked, by the time it is boiled and picked, it will mount to about twenty cents. Moreover, the salt codfish may be used in smaller amounts, probably one-third fish to two-thirds potato. Experience has shown that, because it has a finer flavor, the salted cod is best. Moreover, because it may be bought canned it may be used in sections where fresh fish is not available.

But no matter which fish you use, add a bit of chopped parsley for color. The extra item will cost not over five cents. The peas we prefer to use are, of course, the fresh frozen, since we know exactly what our portion will cost. Allowing five portions to a pound, at seventeen cents a pound, our portion will cost .034, with butter for seasoning .035. Thus our plate assembled figures:

Baked Potato Stuffed with Shredded Fish	.0500
New Green Peas	.0350
Rolls and Butter	.0250
	.1100

HOT EGG DISHES

Because the hot egg items are less in evidence on most menus, and because they are the most useful to the operator trying to evolve a menu, let us look at some hot egg dishes with a description of the more simple ones:

CREAMED EGGS ON TOAST: (A fine luncheon or supper item.) Send hard boiled eggs to steamtable in a small bain marie filled with hot water. A rich cream sauce is also sent to the steamtable.

SERVICE: One slice of freshly made toast cut in half diagonally; the hard boiled egg cut in half; the two halves put on toast, cut side down; a five ounce ladle of cream sauce poured over the egg; finely chopped parsley sprinkled as a garnish.

VARIATIONS: A cheese sauce may be used instead of plain cream sauce.

A tomato rarebit may be used instead of plain cream sauce.

Rice may be used as a base instead of toast.

The egg may be coarsely chopped and combined with chopped or cubed ham, incorporated in the cream sauce and poured over either toast or any of the potato substitutes: rice, noodles, spaghetti or macaroni.

CURRIED EGG AND RICE: (A favorite with many.) The service of a No. 8 to the quart scoop of mashed rice—hollowed out with the back of the scoop—and a poached egg placed in the hollow, accompanied by two or three strips of crisp bacon, makes a fine entree. This need not be a short order item for there are appropriate methods of handling at the steamtable.

OMELETTES may also be made up ahead of time, though, of course, in small quantity lots. It is only a souffle omelette that must be served at once. The omelette variations are so many that a different type may be used each day. We list just a few:

Chicken Liver
Chopped Bacon
Sauted Green Pepper
Mixed Vegetable
Currant Jelly
Mushroom
Spanish Filling
Cheese
Ham
Fresh or Canned Asparagus
Plain
Tomato

The omelette is prepared by allowing two eggs to each omelette, one tablespoon of milk to each egg, salt and white pepper. These proportions are carried out for any number of omelettes. For instance, if the cook wishes to prepare omelettes for a round dozen of servings, the above proportions are mixed in the proportion of twelve times the amount given. The eggs are beaten until light and fluffy, the milk folded in and the seasoning added. The mixture is put into a bowl or bain marie and is

ladled out into a hot skillet. Chicken fat makes a very good medium for cooking this type of item, although any good shortening may be used. The omelette pan should be very clean and used for no other purpose. After the mixture has cooked gently for about two minutes over a moderate heat, the edge of the mixture should be lifted with a fork so that the uncooked portion may be precipitated into the pan. Let the omelette stand over the heat until the under side is a pale brown, add the filling, usually two full tablespoons, and roll the outer edge over toward the center, then bring the other edge over this.

These omelettes may be placed in an oblong, pyrex or aluminum pan or dish and sent to the steamtable six or eight at a time. Since they do not take long to cook, they may be placed on the menu daily. They are profit payers and may be served with such a variety of fillings, that although the base of the item remains the same, the finished product is always different.

A few suggestions for the omelette fillings mentioned before:

Chicken Liver: Saute the chicken livers in butter in an iron skillet, being careful not to dry them out; then chop. Add 2 tbsp. of chicken livers to omelette mixture.

Chopped Bacon: This is a fine way to use up broken pieces of breakfast bacon or bacon which may have been left from the day previous when liver and bacon were on the menu. The bacon should be chopped medium fine and put into the omelette when cooking. Allow 2 tbsp. to each omelette.

Sauted Green Pepper: Chopped medium fine and sauted in butter. Used the same way as items previously mentioned.

Mixed Vegetables: Carrots, green beans, lima beans or peas which may have been left from the menu may be utilized as a filling. These may be plain, buttered or combined with a thick cream sauce.

Currant Jelly: 1 tbsp. currant jelly spread on omelette before folding. It is better to whip the jelly used for this purpose.

Mushroom: Do not chop the mushrooms too fine. In fact, they are really better when sliced and then sauted in butter. 2 tbsp to each omelette.

Spanish Filling: Saute 3 yellow onions chopped fine in ¾ cup butter. Add 7 green peppers chopped fine. Now saute 2 cups of sliced, fresh mushrooms in ¼ cup of butter and when cooked add to the first mix. Add 1 chopped pimento and 3 quarts of canned tomatoes. Season well with salt, pepper and paprika. Boil down, watching carefully, until thick. Make 2½ quarts. Use a 3 oz. ladle to each omelette. This is one of the more expensive items, so govern your price accordingly.

Cheese: American or Old English, coarsely grated. 2 tbsp. to each omelette.

Ham: Chopped ham. 2 tbsp to each omelette.

Fresh or Canned Asparagus: 2 tbsp. chopped asparagus tips to each omelette. Decorate omelette with 3 asparagus tips and a strip of pimento.

Tomato: Canned tomato, drained of all juice. Season with salt, pepper, paprika and granulated sugar. 2 tbsp. to each omelette.

Almost all of these omelettes will be improved by the addition of a little chopped parsley sprinkled over the top at the time of service.

SCRAMBLED EGGS come into their own when combined with fillings which swell the finished product. If not cooked to the hard stage in the beginning, they will stand the steamtable system fairly well.

TURKEY vs CHICKEN

If the market is long on any certain item, that is, if that particular commodity has overstocked the market, with a resulting over-supply which will bring the cost down, then that is the raw food commodity which, in its finished form, will bring you the highest profit.

Fowl plays an important part in most menu planning. As turkey yields more for less money than chicken, turkey meat is used many times instead of chicken although the listing may be chicken. The difference in flavor is not noted by the majority of customers. The accompanying tests will readily show the method of figuring the relative cost of turkey and chicken.

Hot or cold sandwiches, salads, and all by-products such as croquettes, loaves, pot pies, etc., are made from either OC's (Old Cocks) or boiling turkeys. In boiling a fowl, it is important not to use too much water, as this will result in a thin stock. The stock is important in making soups or gravies. A flavorful stock will only result when seasonings are used at the time of boiling. This means, salt, a stalk or two of celery, a raw carrot, a small onion and a sprig or two of parsley.

The fowl should be placed breast down. Legs should be immersed.

Slow boiling, really simmering, will give best results.

The pot should be kept covered.

Warm fowl must never be put into a cold temperature. Cooling should be slow and thorough.

Fowl, if picked off bones while warm will give a greater yield. When cold, the meat adheres to the bones and the result is a longer time taken to remove the meat, which very often will not come off clean. The carcass must then be reheated and the small meat picked from legs, wings, neck, and carcass. This type of meat may be used for chicken salad sandwich mix, pies, loaves, as well as croquettes.

Creamed chicken and chicken pies of the more expensive types, as well as chicken salad, should have only white meat, or white and second joint meat, cut in good sized pieces. Chicken gravy may be the brown giblet gravy so popular in the East, or the fricassee gravy so well-liked in the South. The fricassee gravy should always be used in pot pies.

CHICKEN: O.C.

8¼ lbs. before dressing
5¼ lbs. after dressing
3½ lbs. after boiling
1¾ lbs. meat

Giblets may be used for Rice and Chicken Giblets.

Part of skin may be ground up as seasoning for pork or veal croquettes.

Leg, wing, neck and carcass meat may be used for chicken salad mix.

	Cost Raw	Cost of Cooked Meat
8¼ lbs. of Chicken at:		
Low market price	....23 lb., $1.90	—$1.09 lb. or .0681 oz.
Med. market price	...26 lb., $2.15	—$1.23 lb. or .0769 oz.
High market price	...31 lb., $2.56	—$1.46 lb. or .0913 oz.

TURKEY:

Boiling Turkey, 14¼ lbs.
Weight after cleaning, 7½ lbs.
(Loss in weight, 7 lbs.)
Weight after boiling, 6⅜ lbs.
(Loss in weight 1⅛ lbs.)
Yield, 2 lbs. white meat
2¼ lbs. other meat
4¼ lbs. white and dark meat, total

	Cost Raw	Cost of Cooked Meat
14½ lbs. Turkey at:		
Low market price	...23 lb., $3.33	— .78 lb. or .0488 oz.
Med. market price	...26 lb., $3.77	— .89 lb. or .0556 oz.
High market price	...31 lb., $4.50	—$1.06 lb. or .066 oz.

CHICKEN CROQUETTES:

3 lbs. of Chicken or Turkey meat (do not use breast meat) and skins, minced
2 oz. onion and
2 oz. chopped parsley

Add:

20 oz. cooked rice or mashed potato
3 whole eggs
1 pt. thick chicken gravy or cream sauce

Season well with salt, white pepper, paprika, celery salt and a dash of Worcestershire sauce and Bell's poultry seasoning.

Use a No. 30 scoop to measure out.

Shape in croquette or cutlet form.

Make egg wash (not too heavy).

Dip in flour first, then egg wash, then dry bread crumbs. Fry a delicate brown.

Serve 2 to an order. This recipe should make 100 croquettes.

Same recipe for chicken loaf. Pack in buttered and crumbed bread tins and bake until a golden brown. Serve on plate luncheons or cold as a sandwich filling.

SCALLOPS PROFITABLE

This popular dessert item may be classed among the more profitable desserts. It is made by combining crumbs and fruit, baking same and serving warm (not hot), with a sauce, fruit juices or whipped cream.

Cake crumbs are usually used in the construction of scallops but cracker crumbs, providing they are plain sweet crackers may be used. Remember, though, that cracker crumbs take up moisture. It may be found necessary to use a more moist fruit content here.

Apple: 3½ qts. crumbs, 3½ qts. stewed and sweetened apples, 1 cup brown sugar, 1 tsp. cinnamon.

Apricot: 3½ qts. crumbs, 3 qts. stewed and sweetened apricots (whipped), 1½ cups granulated sugar.

Prune: 3½ qts. crumbs, 3½ qts. stewed, sweetened prunes (pitted and whipped), ¾ cup granulated sugar.

Rhubarb: 4 qts. crumbs, stewed and strained rhubarb, 1 cup sugar.

Peach: 3½ qts. crumbs, stewed sweetened peaches, 3½ qts., 1 cup sugar.

METHOD: Butter long steam table pan. Spread over 1/3 of the crumbs then add fruit. Sprinkle with sugar. Then put the remainder of the crumbs on top. Dot with butter and bake until top is browned.

Butter required for entire operation will be between ½ and ¾ of a cup. The cooking time must be watched as it does not take long for the browning process. The appetizing appearance of this item is important.

Sandwiches

They Must Be Tasty and Well Prepared. The Following Article Tells You How To Do It.

Sandwiches must be made quickly, uniformly, and neatly. They must be tasty as well as eye appealing.

Breads usually used are white, rye and whole wheat. These should be ordered ready sliced. Size of white and whole wheat bread should be approximately 4¼"x4¼" and should be cut forty-two slices to the loaf exclusive of crusts. Rye bread should be of the type that is uniform in size from end to end—not tapering—as a loaf of this type will not result in a uniform size sandwich.

Fancy breads such as fruit loaves, nut bread, etc., may be used as specials but are not overly popular. Boston Brown Bread is used as an accompaniment to hot dishes. principally beans and cod fish cakes rather than as a sandwich base; when used this way, any left over may be specialled with cream cheese as a sandwich. Raisin bread and cinnamon raisin bread are used more for toast at breakfast than as a sandwich base.

BUTTER

Salt butter is used rather than sweet butter. This should be whipped to soften rather than melted. If whipped, this is put on the power beater and beaten for five minutes at high speed. This increases the volume three and a half ounces per pound. A flat silver knife, commonly called a case knife, is used to spread both mayonnaise and butter. Bread should NEVER be spread in the hand. Slices should be left on the sandwich board.

Mayonnaise should be the consistency of butter when used for a spread. When used as a mix, it should be diluted with either top milk, vinegar or consomme.

Sandwiches may be spread with butter on the side where the meat, cheese, or fish is to be placed, with mayonnaise on the side which is to be covered with lettuce. It is never necessary to cover bread with both butter and mayonnaise. On a very busy sandwich board one side of the bread may be spread with butter, and a small souffle cup containing mayonnaise or Russian dressing may be served on the side. This will give a choice and will also speed up service.

Sandwich accompaniments are cole slaw or potato salad, (served either directly on the side of the plate or in paper cups) potato chips, sweet pickle or pickle chips, dill or sour pickle, ripe or green olives, either plain or stuffed.

STANDARD SANDWICHES

Certain sandwiches are standard and should be on the sandwich board daily the year round. These comprise:

Meat

Ham, both boiled and baked. Baked ham sandwiches bring five cents more than the boiled ham.

Tongue.

Corned Beef.

Bologna.

Liverwurst.

Bacon.

Cheese

American, Swiss, both domestic loaf and imported. Here again the imported is sold at five cents more than the domestic.

Cream.

Pimento.

Fowl

Turkey in season.

Chicken. This is usually listed as a mix (Chicken Salad) unless at a unit where customers are willing to pay for a sliced chicken sandwich. Here too, may be listed the club sandwich.

Fish

Salmon Salad or plain salmon.

Tuna fish salad or plain tuna fish.

Sardine Salad Mix or Boneless Sardines.

Egg

Egg Salad.
Sliced Egg.

Combination

Ham and American Cheese.
Ham and Swiss Cheese.
Ham and Egg (Fried).
Minced Ham and Egg.

SPECIALS

Smoked Salmon. Very good served on a seeded bun.
Deviled Tongue.
Deviled Egg.

Any sandwich served with tomato for which an additional charge of five cents is usually made.

Toasted sandwiches and grilled sandwiches may carry an additional charge of five cents. However, many customers strenuously object to being charged extra for toasted sandwiches.

Any sandwich made with three slices of bread may be listed as a double decker or as a club style sandwich.

HOT SANDWICHES

Hot sandwiches are in a class by themselves, and any roast meat on the steam table may also be served in sandwich form. Some fountain units make a point of serving a hot sandwich daily with gravy and mashed potato. If the unit is a large one with a preparation room some type of fried potato may be served with hot sandwiches, French Fried being the most popular.

Some of the more popular hot sandwiches are:

Hot Turkey. Served with either brown giblet gravy or fricassee gravy, mashed potato, and cranberry jelly.

Yankee Pot Roast with Brown gravy and mashed potato. Macaroni au gratin is sometimes substituted for mashed potato and makes a good combination.

Top Round with mashed potato. Brown gravy also is served with this and usually a relish of some sort such as sweet pickle relish or beet relish.

Fresh Ham. A thin brown gravy is served with this sandwich, also mashed potato and cole slaw. Or apple sauce.

Veal Cutlet. Spaghetti makes a good accompaniment.

In serving these combinations, tea, coffee or milk may be listed with the offering which then becomes a meal.

LETTUCE AND TOMATOES

Lettuce leaves should be crisp. The leaves should be separated and washed thoroughly. Usually the heart sections are used for salad. When iceberg lettuce is used and the heads are very firm, some difficulty may be found in properly separating the inner sections. When too solid, this part may be shredded and used that way on sandwiches. Tomatoes should be four-to-a-pound size, firm and not peeled. They will slice in five good slices. Two of this thickness or three may be used. Both lettuce and tomatoes should be prepared ahead.

Celery in sandwich mixes should be cut very fine.

When presenting a cold special, it will help to make up one covered with cellophane or one of the metal and mica covers used to cover food. These covers make the item look very attractive and are sanitary.

Another presentation of sandwich specials, especially in warmer weather, is to combine a sandwich and a salad, placing the salad in the center of the plate with a half sandwich on each side.

A cup of soup served with a toast sandwich is a popular combination.

MENU BOARDS

In setting up menu boards, the sandwich listings should be on two separate boards, one at each end of the fountain. These should be standard so they will not need to be changed. If the boards are not cov-

ered with glass, see that they are brushed off frequently. If printed and not covered, renew frequently so that they are fresh and clean looking at all times. Specials may be listed on the printed menu if you have such a set-up.

HAMBURGERS & FRANKFURTERS

Hamburgers and frankfurters are in a separate class. However, both of these may be sold, if not as a daily item, at least as a special offering. Both are in the hot sandwich class and served on soft buns, hamburgers on a round bun, frankfurters on a long, special roll. A real hamburger is simply a good grade of chopped beef, made into a round patty, flattened out and cooked on the grill. Sometimes a slice of Bermuda onion is served with the hamburger. A hamburger made with other ingredients, while really nothing more or less than a type of meat loaf, is popular, and this is served with the bun opened out, covered with brown gravy. Often mashed potato is served with this item. Frankfurters are often rolled in bacon. Mustard, relish or even sauerkraut may accompany frankfurter sandwiches.

SANDWICH CUTS

Fifteen-cent sandwiches should be cut one way, more expensive sandwiches another. This is usually done where customers pass a checker, as in a cafeteria, for in this way the checker knows at once, by the cut, just what price the sandwich is. However, this is still a good system for any unit as it varies the service just enough to make it interesting.

SANDWICH FILLINGS

Ham, boiled. May be purchased ready cooked or canned from any wholesale house. Baby hams, pressed into loaf form, carry no waste. #5 gauge, will cut 22 slices to a lb.

Ham, baked. The above ham may be prepared with the following paste and browned in the oven. Or, lacking a preparation room, a Dutch Oven, placed on top of the grill will bring the same result.

Paste: 1 cup granulated sugar and 1 cup light brown sugar. 1 level tablespoon paprika and same of dry mustard, enough mild vinegar to make a paste. A tablespoon of ground cloves. Spread over ham and bake, basting frequently.

Minced Ham Spread: 1 lb. ham ends or scraps chopped medium fine. 1 cup sweet pickle relish. Mayonnaise sufficient to form a spread—2 oz. Yield—16 #30 scoops.

Deviled Tongue: 1 lb. minced tongue. ½ cup mayonnaise mixed with 1 tablespoon Worcestershire Sauce. 1 tablespoon prepared mustard and ¼ cup chili sauce. Yield—12 #30 scoops.

Plain tongue sandwich: Use 4 thin slices. 1 oz.

Corned Beef: Allow 2 oz.

Liverwurst or Bologna: Allow 1½ oz. 4 slices.

Bacon: Allow 1½ slices of bacon in combination with whatever other item is used. Cut 28 slices to a lb. for this and use 3 half-slices.

American Loaf or Swiss Loaf: Two slices, 1½ oz.

Imported Swiss: One oz.

Cream Cheese: Loaf. Mix with top milk or coffee cream to right spreading consistency. Use a #30 scoop—1¼ oz.

Pimento Cheese: Loaf. Soften same as cream cheese and use the same.

Turkey or Chicken: 1 oz. for cold sandwich. 1½ oz. for hot.

Chicken Salad for sandwich mix: 1 lb. chopped chicken or turkey using leg, neck, wing and carcass meat. ¾ lb. finely chopped celery. Season with white pepper, celery salt, salt and a pinch of paprika. Mix with ¾ cup mayonnaise. Yield—24 #30 scoops.

Salmon or Tuna Fish: Chill in can. Use good grade only. For plain tuna fish or salmon mix, use spread with mayonnaise.

For tuna fish or salmon salad mix: 8 oz. fish broken up. 8 oz. finely cut

celery. Juice of ½ small lemon. Salt and white pepper. 1 cup mayonnaise. Yield: 24 #30 scoops—1¼ oz. each.

Sardine Salad Mix: 8 boneless sardines crushed with fork. Juice of half a lemon. 3 hard boiled eggs, chopped fine. Tablespoon sharp horseradish. Mix with French Dressing. Yield: 12 #30 scoops—1¼ oz. each.

Egg Salad: Chopped hard boiled eggs mixed with same amount of chopped celery hearts, seasoned well, mixed with either plain mayonnaise or Russian dressing. (Watch dressing. Takes very little.)

Deviled: Same, except seasoned with prepared mustard and mixed only with plain mayonnaise.

Swiss Cheese and Egg Mix: There will always be ends of Swiss Cheese and not only may these be used, ground, in the kitchen, in the construction of hot dishes, but they may be used as follows for an unusual Sandwich Mix.

8 oz. Swiss Cheese ground (Imported)
2 hard boiled eggs, chopped
8 oz. finely cut celery
Season with ½ tsp. white pepper and salt mixed
1½ tbsp. prepared mustard
1½ tsp. Worcestershire Sauce
Mayonnaise to moisten
Yield, 20 oz.
1½ oz. (No. 30 scoop) per sandwich.

HINTS FOR SANDWICH MAKERS

Don't neglect beforehand preparation.

Check your Menu.

Have all ingredients for menu listings on hand:—

Lettuce: washed thoroughly and crisped

Tomatoes: sliced and placed in rows, earthenware dish

Eggs: hard-boiled, shelled

Accompaniments: pickles, olives, potato salad, cole slaw, potato chips in separate containers conveniently placed

Dressings: mayonnaise. Russian dressing when listed

Bread: placed in bread drawer, each kind in separate row; a separate drawer for day old bread. Rolls, when used, in separate section.

Meat and Cheese: Sliced and weighed out, in proper proportions. Place wax paper between slices

Sandwich Mixes: Each kind in separate container. Placed on Ice

Butter: Softened. May be whipped.

When you serve as accompaniments to hot sandwiches, such cold items as cole slaw or cream slaw, sliced tomatoes, jellies, relishes, etc., remember that care must be taken that the cold item does not come in contact with the hot food. So, if the hot sandwich is served on a platter or large plate, NOT a compartment plate, place the cold items in paper cups.

TYPICAL MENU LISTINGS FOR SANDWICH COMBINATION

Small Unit

10 - 15c Sandwich Combination
Hamburger on Bun
Root Beer or Coffee

Large Unit

25 - 30c Sandwich Luncheon
Choice of soup or coffee
Ham and Cheese Double-Decker Sandwich

Small Unit

20 - 25c Sandwich Luncheon
Bacon and Tomato Toasted Sandwich
Coffee, Tea, Milk

Large Unit

30 - 35c Hot Sandwich Luncheon
Turkey Sandwich with Giblet Gravy
Cranberry Jelly, Mashed Potato
Coffee, Tea or Milk

APPROXIMATE COSTS AND SELLING PRICES OF THREE DECKER SANDWICHES

No. 1—Polish Ham, Sliced Swiss Cheese, Lettuce and Mayonnaise on Three Slices of Buttered Toast $0.25

COST: Bread	.0192	Selling Price	.2500		
Cheese	.0350	Cost Price	.1152		
Ham	.0395	Profit	.1348		
Lettuce, etc.	.0215	Gross	54%	Food Cost 46%	(High)
	.1152				

No. 2—Peanut Butter, Bacon, Lettuce and Tomato on Three Slices Buttered Toast.... .30

COST: Peanut Butter	.0375	Selling Price	.3000		
Bacon	.0492	Cost Price	.1649		
Lettuce, etc.	.0215	Profit	.1351		
Tomato	.0375	Gross	45%	Food Cost 55%	(High)
Bread	.0192				
	.1649				

No. 3—Salmon Salad, Sliced Hard Boiled Egg, Lettuce and Mayonnaise on Three Slices Buttered Toast ..... .30

COST: Salmon Salad	.0400	Selling Price	.3000		
Bread	.0192	Cost Price	.1107		
Lettuce, etc.	.0215	Profit	.1893		
Egg	.0300	Gross	63%	Food Cost 37%	(Good)
	.1107				

No. 4—Tunafish Salad, Sliced Tomato, Lettuce and Russian Dressing on Three Slices Buttered Toast ..... .30

COST: Tunafish Salad	.0424	Selling Price	.3000		
Bread	.0192	Cost Price	.1306		
Lettuce, etc.	.0215	Profit	.1694		
Tomato and Russian Dressing	.0475	Gross	56%	Food Cost 44%	(Fair)
	.1306				

No. 5—Chopped Bacon, Egg Salad, India Relish, Lettuce and Mayonnaise on Three Slices Buttered Toast... .30

COST: Chopped Bacon	.0492	Selling Price	.3000		
Bread	.0192	Cost Price	.1211		
Egg Salad	.0312	Profit	.1789		
Lettuce, etc.	.0215	Gross	60%	Food Cost 40%	(Good)
	.1211				

No. 6—Sardine Salad, Sliced Hard Boiled Egg, Tomato, Lettuce and Mayonnaise on Three Slices Buttered Toast .30

COST: Sardine Salad	.0460	Selling Price	.3000		
Sliced Egg	.0300	Cost Price	.1467		
Tomato	.0300	Profit	.1533		
Lettuce, etc.	.0215	Gross	51%	Food Cost 49%	(High)
Bread	.0192				
	.1467				

BREAD AND MAYONNAISE COSTS

	Standard Price of Bread—.07 lb.		
White Bread	4 lb. loaf	44 sl. to loaf	ea. sl. ..... .0064
Rye Bread	4 lb. loaf	38 sl. to loaf	ea. sl. ..... .0074
Whole Wheat Bread	4 lb. loaf	42 sl. to loaf	ea. sl. ..... .0067

(These figures are exclusive of crusts)

Mayonnaise (solid), at $1.24 a gallon, will reduce one half, making the cost .62 gal.—.0048 oz.

1 slice of bread will require ¼ oz. of mayonnaise to spread.

Butter at .37 lb., whipped, will increase 3½ ounces. One slice of bread will take ⅛ oz.

Lettuce 10c head will yield 26 generous portions for sandwiches.

SALADS AND DRESSINGS FOR SANDWICHES

SOLID MAYONNAISE:

Solid Mayonnaise: Heavy mix may be cut. For sandwiches, cut once, using top milk.

18 whole eggs, broken into bowl of beater
No. 1 grade brown eggs best.
Beat on HIGH SPEED for FIFTEEN MINUTES or until the eggs resemble the finished product.
(This is very important.)
Beat in 2½ gallons of any good vegetable oil.
When 1¼ gallons have been beaten into the eggs, stop the machine and put in the following mix:
2 tablespoons Coleman's dry mustard
1½ tablespoons salt
1 tablespoon granulated sugar
½ teaspoon paprika
½ teaspoon white pepper
All measurements are level.
Beat on second speed until thoroughly mixed.
Then beat in the balance of the oil, 1¼ gallons
½ cup strong vinegar, last.
Yield: 2¾ gallons solid mayonnaise.

TARTAR SAUCE:

2 cups solid mayonnaise
2 cups sweet pickle relish, drained of all juice.
Yield: 1 quart—32 ounces

RUSSIAN DRESSING:

2 cups solid mayonnaise
1 cup chili sauce
1 cup sweet relish, drained
Yield: 1 quart—32 ounces

SANDWICH ACCOMPANIMENTS

If the accompaniment is to be potato salad, chop the potatoes and all other ingredients rather fine. When served with sandwiches, potato salad needs only to be taken out of the container with a disher—usually the No. 30 size. No lettuce will be necessary here, which will save both food cost and labor. Be sure to season well all such salads.

Cole slaw, dressed either with oil and vinegar, with mayonnaise, or with Russian dressing, is always popular when served with sandwiches. A variation of the salad accompaniment with sandwiches which has proven quite popular is ham salad. This may well be served with cheese, egg, or vegetable sandwiches. The vegetable sandwich may contain a fresh vegetable salad filling, or may be made of cucumbers or tomatoes. Egg salad served with ham sandwiches is also well-liked.

There are many varieties of pickles ranging from the very small, sweet gherkin to the large dill pickle. Served with sandwiches, dill pickles should be cut in sections, especially if potato salad or cole slaw is also offered. Sweet pickle chips, stuffed or plain olives, all add to the attractiveness of the sandwich service. These extras, however, must be counted in when determining your food costs.

RAW VEGETABLE SALAD OR HEALTH SALAD:

1 pound cabbage, shredded
2 bunches young carrots, washed, scraped and cut fine
2 stalks celery cut fine (by stalks is meant section—12 of these comprise what is termed, commercially, a round)
1 green pepper, washed, all seeds removed, and chopped fine
Season with ½ small yellow onion, grated
½ teaspoon salt and ¼ teaspoon white pepper
Mix thoroughly
Add 4 ounces of any good vegetable oil
1 cup mild vinegar
May be used as a sandwich filling—toast the bread

CREAM SLAW:

Shred, very fine, 2 pounds of white cabbage
Add and mix:
2 ounces or ¼ cup mayonnaise
½ teaspoon salt
1 cup whipped cream
1 teaspoon granulated sugar
¼ cup mild vinegar
Yield: 2 pounds

POTATO SALAD:

For use as an accompaniment to sandwiches.

5 pounds cooked, peeled white potatoes, chopped medium fine
¾ cup sweet relish
1 pound celery cut very fine
3 hard cooked eggs, mashed with a silver fork
½ green pepper, washed and all seeds removed, chopped fine
1 large canned pimento, chopped fine
Season with salt and white pepper
Mix with 1 pint mayonnaise and ¼ cup vinegar
Yield: 35 No. 30 scoops. Place on plate at side of sandwich

A very delicious sandwich may be made by placing a slice of boiled ham, 1½ ounces on a seeded roll, which has been buttered. Spread with the potato salad mix, and then fold over the ham. Butter the other half of the roll and place on top. No lettuce.

WINDSOR SANDWICH: or SALAD MIX:

Use as filling for toast sandwich, or stuff tomato with this mix:

1 pound minced light and dark chicken meat
2/3 pound minced ham
1/3 cup sweet pickle relish
Mayonnaise to mix: approximately ¾ cup
Yield: ¾ pounds. Use 1½ ounces to a sandwich

CHECKING PORTIONS

Roasts, such as beef, lamb, veal or pork when left over may be sliced, cold, and warmed slightly by adding stock. In order to have the portions uniform, one portion must be weighed out and any sandwich operator, after a short experience, will have a trained eye as to portion amounts. Moreover, in slicing this meat it should be weighed out after the slicing is finished. Then the number of portions which may reasonably be expected may be noted and a count kept. This is most important if you are to make a sufficient food cost.

One of the simplest methods of keeping track of any yield is to have a bowl of plain, ordinary navy beans at hand. Then, as each sandwich is made the individual bean, representing the sandwich, is dropped into a glass, or cup. (Custard cups or individual bean pots are splendid for this.) These receptacles may be marked Beef, Pork, Veal, Chicken, etc. If more than one kind of sandwich is being checked.

Never attempt to keep sliced meat on a steamtable, or in any warm place, without a small amount of stock poured over it to keep it moist. If kept 'dry', you will find that the edges will curl.

GRAVIES

Gravies form an important part of any hot sandwich and it is best to serve plenty.

Brown Gravy

4 oz. fat or drippings (or any good vegetable shortening)
3 oz. flour
1 qt. stock

Lamb stock for lamb, beef stock for beef, veal stock for veal, and pork stock for pork. This stock is made by boiling trimmings and bones with just enough water to cover and adding celery tops, parsley, onion and carrot. When this has simmered for about an hour, strain and set aside until needed. Salt should be added to taste.

METHOD: Heat fat to smoking point and sift in flour, rubbing until smooth. Then slowly add the warm (not hot) stock and stir until smooth.

Season with white pepper, salt, celery salt and paprika.

If this gravy is made carefully and slowly it will require no straining. The above amounts will yield one quart of gravy and the cost will be about 18 cents.

Chicken Gravy

Render out 3 oz. chicken fat (6 tablespoons)

When this is hot and bubbling add slowly ½ cup all purpose flour

(If chicken fat is not available take same amount of butter)

Now blend in 1 pt. of warm milk and 1 pt. of warm chicken stock

Season well. If you desire a richer color add a bit more paprika than usual.

This yield will be one quart and the cost will figure .16.

KEEP SERVICE UNIFORM

Care should and must be taken to have the sandwich service uniform. That means emphatically, that when accompaniments to your sandwiches are listed they must always be in evidence on the customer's

plate. It is, of course, permissible to vary the type served at different times.

With cheese sandwiches or cheese mixes, a small souffle cup of jam, jelly, or marmalade may be presented. Sweet relish, chutney, and applesauce may also be used —always, however, being careful to maintain the souffle cup service. These cups may be filled and placed on the unit before the rush, which of course, recommends their use.

Bacon

If bacon is to be served at the sandwich unit, it should be brought in partially cooked and placed on the grill. We are taking it for granted that your unit has a grill, but if this is not the case, it will be necessary to have the bacon thoroughly cooked. Care must be taken here, however, not to have it too crisp, or it will break and crumble easily, and shrinkage will be heavy.

If you do not care to serve potato salad or cole slaw on the side, it may be placed directly on the filling. This builds up the sandwich. We have seen ham or tongue sandwiches successfully presented with three slices of toast, the top layer consisting of potato salad spread on the slice of toast.

Bread

Of course, bread should be sent to the unit sliced. The various kinds of bread should be kept in different sections of the sandwich unit drawers. Sometimes bread is kept in boxes placed conveniently within reach of the sandwich girl.

During the peak period, it is hardly necessary to keep the bread slices covered, but in slack periods this must be carefully attended to, or else the bread will dry out considerably. Of course toasted or grilled sandwiches are much in demand at most units, so that there is very little, if any, shrinkage through stale bread.

Combinations For Summer

PINEAPPLE AND AMERICAN CHEESE SALAD, FRESH CRABMEAT SANDWICH

¼ head lettuce	.08 ea.		.0200
1 slice canned pineapple	.015 ea.		.0150
1½ oz. shredded American cheese	25 lb.	.0156 oz.	.0234
2 oz. Mayonnaise	.01 ea.		.0200
Pimento strip for garnish			.0010
			.0794

MISCELLANEOUS RAW FOOD AND COMMODITY COSTS

Here are figures which will help you in figuring costs and combinations to be used.

Ham (canned Imported)	lb.	.42	oz.	.0263
Tomatoes	lb.	.05	ea.	—— 3 to lb. size—.0167 4 to lb.—ea. .0125
Bologna	lb.	.22	oz.	.0137
Minced Ham	lb.	.60	oz.	.0375
Relish	gal.	1.00	oz.	.0078
Liverwurst	lb.	.22	oz.	.0137
Swiss Cheese	lb.	.28	oz.	.0175
Cream Cheese	lb.	.28	oz.	.0175
Egg Salad	lb.	.25	oz.	.0156
Eggs	doz.	.36	ea.	.03
Bacon (22 slices to lb.)	lb.	.36	sl.	.0164
Salmon Salad (27c can)	lb.	.32	oz.	.02
Tunafish Salad (37c can)	lb.	.3392	oz.	.0212
American Cheese	lb.	.23	oz.	.0144
Peanut Butter	lb.	.20	oz.	.0125
Salami	lb.	.48	oz.	.03
Sardines (8 to can)	can	.18	ea.	.0225
Chicken Salad Mix	lb.	.32	oz.	.02

TO ASSEMBLE:

Line plate with lettuce.

Place pineapple in center and shredded cheese in center.

Top with mayonnaise and pimento strip.

FRESH CRABMEAT SANDWICH

1 lb. crabmeat (pick over carefully)	.50 lb.	.5000
½ lb. celery chopped fine	.10 lb.	.0500
Juice of half a lemon	.03 ea.	.0150
4 oz. mayonnaise	.01 oz.	.0400
Salt and white pepper to season		.0010
		.6060
Yield 24—#30 scoops, each will cost		.0253
20 #24 scoops, each will cost .0303. (This is the same mix used to stuff tomatoes.)		
2 slices white bread	.0064 ea.	.0128
1 #30 scoop crabmeat salad mix		.0253
Lettuce, mayonnaise and butter		.0069
		.0450

Salad Cost	.0794		
Sandwich Cost	.0450		
Beverage Cost	.0200	Combination Cost	.1444

Selling price	.3000	.3500	.4000
Cost price	.1444	.1444	.1444
Profit	.1556	.2056	.2556
Gross %	52%	59%	64%
Food cost	48%	41%	36%

SLICED TONGUE & HAM WITH CREAM SLAW OLIVE BUTTER SANDWICH FINGERS

Tongue, .28 lb. raw; .70 cooked and trimmed, per oz. .0425—1½ oz.		.0638
Boiled ham canned, .42 lb.—1 oz.		.0263
		.0901

CREAM SLAW

2 lbs white cabbage	.03 lb.	.0600
combine:		
2 oz. mayonnaise	1.30 gal.	.0200
4 oz. whipping cream (8 oz. whipped)	.50 qt.	.0630
½ tsp. salt		.0010
1 tsp. granulated sugar		.0010
2 oz. vinegar	.30 gal.	.0050
		.1500

Yield 1 qt.—per oz. .005

OLIVE BUTTER

½ lb. butter	.37 lb.	.1850
1 oz. finely chopped olive meats	2.75 gal.	.0350
		.2200

9 oz. cost .22, 1 oz. costs	.0244	
2 slices whole wheat bread	.0067 ea.	.0134
½ oz. olive butter	.0244	.0122
		.0256

Cut into fingers.

Cold meats cost		.0901	
Cream slaw 2½ oz.	.005 oz.	.0120	
⅛ head lettuce	.08 ea.	.0100	
Olive butter sandwich fingers		.0256	
Beverage		.0200	Total .1577

Selling price	.3000	.3500	.4000
Cost price	.1577	.1577	.1577
Profit	.1423	.1923	.2423
Gross %	47%	55%	61%
Food cost	53%	45%	39%

WALDORF SALAD with CHICKEN and BACON SANDWICH

WALDORF SALAD

1 cup (8 oz.) mayonnaise	1.30 gal.	.0800
Juice of 1 large lemon (4 tbsp.)	.03 ea.	.0300
Powdered or fine fruit sugar, 6 tbsp.	.06 lb.	.0038
Salt—¼ tsp.		.0005
Mix the above together and fold in 2 cups whipped cream (4 cups whipped medium stiff)	.50 qt.	.2500
Into this dressing incorporate 15 apples, peeled and cut in medium sized cubes (Delicious, Winesap or Roman Beauty Apples)	.025 ea.	.3750
1 lb. celery cut medium	.10 lb.	.1000
1 cup English Walnut meats chopped .56 lb., 1/3 lb.		.1867
		1.0260
Yield 20 salads. Each will cost		.0513

CREAM MAYONNAISE

4 oz. mayonnaise	.01	oz.	.0400
4 oz. cream .50 qt. Whipped	.0156	oz.	.0624 .1024
Yield 12 oz. cost .1024. Each will cost			.0085

TO ASSEMBLE SALAD

¼ head lettuce	.08 ea.	.0200
1 salad mix	.0513 ea.	.0513
1 oz. Cream mayonnaise to garnish	.0085 oz.	.0085
1 cherry ring		.0001
		.0799

CHICKEN AND BACON SANDWICH

Chicken .25 lb. raw, 5 lbs. $1.25. Yield 1½ lbs. edible meat. Allowing for shrinkage .85 lb.

2 slices white bread, toasted,	.0064 ea.	.0128
1 oz. light and dark meat chicken	.0531 oz.	.0531
1½ strips Bacon, cooked crisp (28 to lb., .36 lb.)		.0200
Butter, Mayonnaise and Lettuce		.0069
		.0928

Butter one slice toast. Place chicken on this with Crisp Bacon on top. Then lettuce leaf. Spread remaining slice of toast with mayonnaise and place on top.

Salad Cost	.0799	
Sandwich Cost	.0928	
Beverage Cost	.0200	Total .1927

Selling Price	.3500	.4000	.4500
Cost Price	.1927	.1927	.1927
Profit	.1573	.2073	.2573
Gross %	45%	52%	57%
Food Cost	55%	48%	43%

FRUIT SALAD WITH DEVILED TONGUE SANDWICH

FRUIT SALAD

4 California Oranges cut in medium cubes (126 size)	.36 doz	.1200
2 grapefruit cut in medium cubes (54 size)	.06 ea.	.1200
1 Pineapple (size 18)	.19 ea.	.1900
½ lb. any good eating apples		.0500
1 cup thin simple syrup	.32 gal.	.0200
Into this syrup squeeze juice of ½ lemon	.03 ea.	.0150
		.5150

Yields 2 qts.

When serving fruit salad pour off juices which may be used in other fruit mixes. For fruit cup serve with juice

15 portions of fruit salad cost .52 Each will cost		.0347
¼ head lettuce	.08 ea.	.0200
Cream mayonnaise to garnish, 1 oz.		.0084
Cherry Ring to garnish		.0001
		.0632

DEVILED TONGUE SANDWICH

1 lb. cooked tongue finely ground	raw .30 lb. cooked	.7500
1 tbsp. (½ oz.) Worcestershire Sauce 10 oz.	.45	.0230
2 oz. Prepared Horseradish	1.20 gal.	.0100
2 oz. Catsup (4 tbsp.) 14 oz.	.14	.0200
1½ tbsp. Prepared Mustard	.50 gal.	.0030
3 oz. Mayonnaise	1.30 gal.	.0300
		.8360

Yield 12 #30 scoops. Each will cost .07.

2 slices Whole Wheat Bread	.0067 ea.	.0134
1 #30 scoop Deviled Tongue Mix	.07 ea.	.0700
Lettuce, Butter, Mayonnaise	.0069	.0069
		0903

Salad Cost	.0632	
Sandwich Cost	.0903	
Beverage Cost	.0200	Total .1735

Selling Price	.3000	.3500	.4000
Cost Price	.1735	.1735	.1735
Profit	.1265	.1765	.2265
Gross %	42%	50%	56%
Food Cost	58%	50%	44%

DEVILED EGG SALAD WITH MINCED HAM SANDWICH

DEVILLED EGG SALAD

12 hard cooked eggs	.36 doz.	.3600
Remove yolks after cutting eggs lengthwise in half and mix with ½ tsp. dry mustard—¾ tsp. salt—¼ tsp. white pepper		.0100
Mayonnaise to moisten		.0600
1½ tbsp. Worcestershire Sauce		.0080
½ oz. chopped pimento		.0080
		.4460

The yolks from 12 eggs with the above ingredients will stuff 10 eggs (20 halves, cut lengthwise, very full stuffing). Leftover whites may be used in other mixes.

Cost of 20 halves .446	.0223 ea.	
Use 3 to each salad. Each		.0669
Lettuce ¼ head	.08 ea.	.0200
1 oz. Mayonnaise to garnish		.0100
		.0969

MINCED HAM

1 lb. ground ham ends (canned)	.42 lb.	.4200
4 oz. Sweet Relish	1.00 gal.	.0313
2 oz. mayonnaise to mix	.01 oz.	.0200
		.4713

Yield 12 #30 scoops	.4713	Each .0393
2 slices Whole Wheat Bread (4 lbs. loaf. .07 lb., .28, 42 sl. to loaf, exclusive of crusts) Ea. .0067		.0134
Lettuce—1 leaf (25 portions to 1 head .05 untrimmed head)		.0020
Butter, 1 sl. bread (1 lb. .37 whipped on high speed 10 minutes increased 3½ oz.—19½ oz. .37—1 oz. .0189) ⅛ oz. of whipped butter spread 1 sl. bread, ⅛ oz.		.0024
Mayonnaise 1.30 gal. Requires ¼ oz. to spread 1 sl. bread		.0025
(Lettuce, Butter and Mayonnaise add up to .0069)		
1 #30 Scoop Minced Ham		.0393
		.0596

Salad Cost	.0969		
Sandwich Cost	.0596		
Beverage Cost	.0200	Total .1765	
Selling Price	.3500	.4000	.4500

Cost Price	.1765	.1765	.1765
Profit	.1735	.2235	.2735
Gross %	49%	56%	61%
Food Cost	51%	44%	39%

PINEAPPLE AND COTTAGE CHEESE SALAD, MINCED HAM, GREEN PEPPER AND CELERY SANDWICH

PINEAPPLE AND COTTAGE CHEESE SALAD

¼ head lettuce	.08 hd.	.0200
1 sl. Pineapple		.0150
2 oz. cottage cheese	.12 lb.	.0150
1 oz. French Dressing (Served in glass creamer 1 oz. bottle)		.0200
Pimento Strip for garnish		.0010
		.0710

TO ASSEMBLE SALAD

Line plate with lettuce leaves
Place pineapple slice in center
1 #16 scoop cottage cheese in center
Pimento strip on top of cheese
French Dressing served with salad. Use glass creamer

MINCED HAM, GREEN PEPPER AND CELERY SANDWICH

1 lb. ground ham ends (canned)	.42 lb.	.4200
1 green pepper chopped, 4 to lb. size	.10 lb.	.0250
½ lb. finely chopped celery	.10 lb.	.0500
Prepared Mustard, 1 tsp.		.0050
4 oz. Mayonnaise	.01 oz.	.0400
		.5400

Yield 25 #30 scoops. Cost of each scoop .0210

White bread (4 lbs. to loaf, .07 lb., .28. Slice, exclusive of crusts, each .0064)		
2 slices, each .0064	.0128	
1 #30 scoop Ham mix	.0210	
Mayonnaise, butter and lettuce	.0069	.0407

Salad Cost	.0710		
Sandwich Cost	.0407		
Beverage Cost	.0200	Total	.1317

Selling Price	.2500	.3000	.3500
Cost Price	.1317	.1317	.1317
Profit	.1183	.1683	.2183
Gross %	47%	56%	62%
Food Cost	53%	44%	38%

SALMON AND EGG SALAD, COMBINATION COLE SLAW AND POTATO SALAD, PIMENTO BUTTER SANDWICH FINGERS

SALMON AND EGG SALAD

1 can (flat) Salmon	.21 ea.	.2100
½ lb. Celery, chopped fine	.10 lb.	.0500
Juice of ½ lemon	.03 ea.	.0150
2 hard cooked eggs, chopped	.03 ea.	.0600
Salt and White Pepper to taste		.0010
8 oz. Mayonnaise	.01 oz.	.0800
		.4160

Yield 24 #30 scoops. Each .0175 (1¼ oz.)
20 #24 scoops. Each .021 (1½ oz.)

This same mix may be used for sandwiches allowing a #30 scoop for each sandwich.

COMB. COLE SLAW & POT. SALAD

4 lbs. cold boiled potatoes	.02½	lb. raw	.1200
	.03	lb. cooked	
2½ lbs. shredded cabbage	.03	lb.	.0750
2 hard cooked eggs	.03	ea.	.0600
½ lb. finely chopped Celery	.10	lb.	.0500
Salt and White Pepper to taste			.0020
Mayonnaise thinned down with vinegar. Approx. ½ pt. mayonnaise. 1 oz. vinegar			.0775
			.3845

Yield 3½ qts., 7 lbs., 112 oz. Cost per oz. .0034

TO ASSEMBLE PLATE

¼ head lettuce	.08 hd.	.0200
In center 1 #16 Scoop (2 oz.) Combination Cole Slaw and Potato Salad, 2 oz.	.0034 oz.	.0068
1 #30 scoop Salmon and Egg Salad on each side, 2 scoops	.0175 ea.	.0350
1 oz. Mayonnaise and 1 strip Pimento to garnish		.0110
		.0728
2 sl. Whole Wheat Bread	.0067 ea.	.0134
Spread with ½ oz. Pimento Butter		.0095
Cut in Fingers		.0229

PIMENTO BUTTER

1 lb. Butter, whipped, at .37; 2-oz. finely chopped Pimento. Pimento costs 15-oz. can: .20.
Butter .37.
Pimento .027.
Yield 21½ oz. .397. Per oz. .019.

Salad Cost	.0728		
Pimento Fingers Cost	.0229		
Beverage Cost	.0200	Total	.1157

Selling Price	.2500	.3000	.3500
Cost Price	.1157	.1157	.1157
Profit	.1343	.1843	.2343
Gross %	53%	61%	66%
Food Cost	47%	39%	34%

BANANA AND NUT SALAD WITH CREAM CHEESE AND JELLY SANDWICH

BANANA AND NUT SALAD

Bananas, 4 to a lb. size. Peel, scrape sides

lightly with a silver knife. Place in simple syrup to prevent discoloring. Syrup may be used for other mixes as this does not affect it in any way.

Chop ½ lb. English Walnuts very fine. Allow ½ oz. to roll each piece of banana in.

TO ASSEMBLE SALAD

Split Bananas down lengthwise then cut in two cross wise.

After pieces have been treated to simple syrup bath, roll in chopped nuts.

Arrange lettuce leaves on plate. Place 3 pieces of banana on plate pointing towards center.

Piece of lettuce heart in center holding cream mayonnaise with cherry ring for garnish.

¼ head lettuce	.08	hd.	.0200
¾ banana	.05	ea.	.0375
½ oz. chopped nuts	.56	lb.	.0175
1 oz. Cream Mayonnaise	.0084	oz.	.0084
Cherry Ring			.0001
			.0835
2 slices Whole Wheat Bread	.0067	ea.	.0134
1 #30 scoop cream cheese (Soften with coffee cream)	.25	lb.	.0190
1 oz. Currant Jelly	.20	lb.	.0125
Butter for one side of bread only (jelly side)			.0024
			.0473

Salad Cost	.0835		
Sandwich Cost	.0473		
Beverage Cost	.0200	Total	.1508
Selling Price	.3000	.3500	.4000
Cost Price	.1508	.1508	.1508
Profit	.1492	.1992	.2492
Gross %	50%	57%	62%
Food Cost	50%	43%	38%

EGG AND TOMATO SALAD WITH SARDINE SALAD SANDWICH

EGG AND TOMATO SALAD

1 hard cooked egg, cut in quarters	.03 ea.	.0300
1 tomato (4 to lb. size)	.10 lb.	.0250
¼ head lettuce	.08 hd.	.0200
1 oz. French Dressing (served in glass cream bottle)		.0200
		.0950

Line plate with Lettuce and alternate egg and tomato quarters.

SARDINE SALAD MIX

2 cans boneless sardines (Mashed with silver fork)	.18 ea.	.3600
5 hard cooked eggs, chopped fine	.03 ea.	.1500
½ lb. celery, cut fine	.10 lb.	.0500
2 oz. French Dressing	.02 ea.	.0400
2 oz. Horseradish	1.20 gal.	.0200
Juice of half a lemon	.03 ea.	.0150
		.6350
Yield 1 qt., 24 #30 scoops. Each will cost		.0223
Rye bread (38 sl. to loaf .28, exclusive of crusts) each slice will cost .0074		
2 slices Rye Bread	.0074 ea.	.0148
1 #30 scoop Sardine Salad Mix	.0223 ea.	.0223
Lettuce, Mayonnaise and Butter		.0069
		.0440

Salad Cost	.0940		
Sandwich Cost	.0440		
Beverage Cost	.0200	Total	.1590
Selling Price	.3000	.3500	.4000
Cost Price	.1590	.1590	.1590
Profit	.1410	.1910	.2410
Gross %	47%	55%	60%
Food Cost	53%	45%	40%

From the figures it may be plainly seen that certain of these combinations carry a food cost which is far too high. In some instances however, they may be used as specials. These are peak prices as far as raw food stuffs go. In your community the figures may be considerably lower in which case even the higher items may be brought down so as to show a food cost which will permit the combination to be placed on the menu at a moderate selling price

Rounding Out Food Combinations

1. For Small Unit

In the very small unit where there is little if any chance for preparation the selection is very limited, but cole slaw may always be served and even this item may be varied. The cabbage should be sliced very thin with a sharp knife (taking out the core or heart first). For a dressing, the miracle whip now on the market makes a fine finished item as there is just enough of a "tang" to this dressing to give the cabbage a fine flavor. Of course this may be varied by the addition of finely chopped green pepper. An excellent, spicy cabbage relish is made by chopping a medium sized head of cabbage, adding 1 medium sized green pepper chopped, a small yellow onion chopped, a tablespoon of sweet relish, a teaspoon of prepared mustard and

just enough dressing to marinate. Season this well with salt, pepper, paprika and celery salt. This cabbage relish goes well with hamburger or "hot dog" sandwiches and often is the means of bringing in extra business.

In some sections of the country chili is used as a relish for these items, and we have also seen kraut used this way. As both the chili and the kraut may be bought canned it is an easy matter for even the smaller units to have these on hand. Pickles of any variety, including sweet, dill, pickle chips and mixed pickles are always acceptable. If these accompaniments are reckoned in the food cost, a satisfactory gross can be made. It will be a wise procedure to advertise the fact that your items are served with a garnish.

It is not only with sandwiches that the small unit may make a play for additional business by serving the extra little something which is sure to make the customer feel he is getting good value. With ice cream, a small sweet cracker may be served —also with tulip sundaes or banana splits —and at off seasons of the year this may prove a drawing card. For little as the addition of a sweet cracker may be, it provides a touch that, psychologically, may add dollars to your income.

2. Medium Sized Unit

Bun sandwiches may often be so presented as to really constitute a full meal as the meat will furnish the necessary protein, the bun will furnish the starch, and cole slaw, cabbage salad or a combination salad will add certain vitamins, which are deemed essential to a well-rounded diet. Of course from just the point of filling up a customer (and this is one which your men customers will value highly), you are at liberty to serve spaghetti, mashed potato, macaroni au gratin, or any other filling accompaniment with your hot bun sandwich. The more filling the combination is, the more your hungry customers will like it. Of course the garnishes used on plates are usually in the form of jellies, made-up relishes, or pickled items, such as pickled beets or cucumbers. Tomatoes, sliced, form a colorful and pleasing garnish at all times, though at certain seasons, they are apt to run up food costs.

3. Large Unit

Gravies and sauces play a most important role in dressing up meat portions. Creole sauce is a welcome addition and mushroom gravy, or sauce, is another most pleasing item. If the canned mushrooms are used the cost will be found within reach. Currant mint gravy, in sections where lamb is used is very tasty, but certain meats are made more palatable if relish or jelly is served with them. In this case a small souffle cup should hold the jelly or relish.

Here are a few suggestions:

With Roast Beef, Steaks or any beef item: India Relish or Horseradish, plain or in sauce.

With Lamb: Currant or Mint Jelly.

With Veal: Cranberry Relish.

With Chicken or Turkey: Cranberry Jelly.

With Fish: (Fried) Tartar Sauce.

With Fish: Boiled or Creamed: Cole Slaw.

And—with Ham or Pork items: Apple Sauce or Chutney.

Of course these are only a few of the many things you may like to serve with your various items. We merely point these out as we think it so much better to be sure to serve at least "something" with the above mentioned items

RECORDING LEFT-OVERS

An excellent way of keeping tabs on leftovers is to start a "Carry-over Book." In this you write for instance:

Dec. 12—

2½ lbs. meat (pork, veal and beef)
1 quart cooked rice
1 quart mashed potato
½ gallon brown gravy
Caps from 6 green peppers
Ends from 1 till tomatoes

Notations should then be made as to what was made from this carry-over—the

amount of yield, and an accurate test of the item, with corresponding costs. It will be apparent to any operator that the above foods will go into reconstructed items, and from this carry-over can be made croquettes, French meat roll or meat loaf—served either as a hot dish or as a cold sandwich filling.

But it is not only with the main dish items that you should be concerned. Sometimes it is the dessert counter that has fallen short of your expectations but proved itself long on carry-over. Cakes, of course may be reconstructed into icebox cake, while pastries may be used in puddings. These may be put through the coarse grinder and mixed with bits of stewed fruit like prunes, apricots or crushed pineapple. To this is added spiced sauce and some additional flavor (a very good one being the crushed cherry used at the fountain). This pudding may be portioned out with a No. 16 scoop into the small Pyrex dishes, additional sauce poured over them, and then left in a hot oven until the sauce is glazed. Served warm, with a rosette of marshmallow or whipped cream, these will never be suspected of having been carry-overs.

Good Coffee

America is a nation of coffee lovers. For taste appeal, few things can surpass a good cup of coffee. Be sure that your coffee is up to the quality of the meals you serve, because bad coffee, from the viewpoint of most customers, can spoil an otherwise excellent meal.

BUILDS FOUNTAIN SALES

Tasty coffee is a business-builder for your fountain. Consider the scores of persons in your trading area who leave their offices during the day to get a cup of coffee and exchange a few words with each other. Good coffee will bring this trade to your fountain, and you will have the opportunity to suggest other purchases to them.

American coffee is definitely b r o w n, rich, and clear. Paris likes its coffee with hot milk and coffee in practically equal parts. In the Orient, the bean is completely powdered and the coffee served black. Nowhere is coffee so perfectly adjusted to variable tastes as right here at home.

GET SPECIAL BLEND

Coffee is as important to you as it is to many nationally known food establishments, and through the assistance of your coffee supply source, your special blend can be developed for you. Once this is established, your supply source can be depended on to see that it does not vary in composition, for here is the basic element in good coffee: *uniformity of taste.*

Taste and aroma are the elements of importance. A light blend of coffee usually appeals to women customers, while men generally prefer the heavier blends similar to hotel types of coffee. Your coffee supply source is acquainted with the variations of tastes in women and men and localities. Generally, a cream of the heavier butter fat content accompanies the heavy blend and the lighter butter fat cream with the lighter blends. Experiment easily determines which to use. Do not change a blend of coffee until you are sure a new one will be better.

Arrange with your coffee source of supply so that you are assured always of fresh coffee. Good coffee cannot be made unless the coffee is always fresh. Depending on the type of equipment you use in coffee making, you will require a certain grind, and again your source of supply has the accurate information.

Good "housekeeping" is an absolute essential, in fact, the element of first importance. Your equipment must always be scrupulously clean.

SMALL BATCHES ADVISABLE

Basically, the making of coffee is the extraction of the essential oils, caffeine

The Magnet of your Menu

COFFEE OF SUPERB FLAVOR and UNVARYING UNIFORMITY

● What is the greatest drawing card on any menu? Successful restaurants agree that coffee—good coffee—is the great magnet which draws and holds trade.

Continental Coffee wins customers and holds them because of its superb flavor, its rich satisfying goodness and unvarying uniformity from day to day. It is because of this power of customer attraction, that Continental Coffee has become America's leading coffee for restaurants and hotels.

Continental's exclusive restaurant service fulfills your every need. Urn bags, filter cloths, urn cleaners and other coffee-making accessories are supplied without cost. And when you need coffee equipment we provide the finest on the market at lowest cost . . . and on most convenient terms.

Let Continental Coffee and Continental Service prove their advantages to you . . . without a penny of expense. Send for our free trial package.

COFFEE EQUIPMENT TO FIT YOUR NEEDS

Continental Coffee Urns are built in our own modern shops according to specifications developed by America's foremost designer of coffee urns . . . assuring the proper unit for the special requirements of each Continental customer.

We also handle a complete line of glass coffee-makers . . . all modern in design, economical in operation and outstanding in eye-appeal.

All Continental Equipment is backed by our money-back guarantee . . . is available on an unusually attractive EASY-TO-BUY BUDGET PLAN. Write for full details.

CONTINENTAL COFFEE

America's Leading Restaurant

CONTINENTAL COFFEE COMPANY, INC.
363 West Ontario Street — Chicago, Illinois
Member of the New York Sugar and Coffee Exchange

The Blend You BUY is the Blend You GET

and tannin, by the absorption of boiling water poured or sprayed (according to the equipment used) over the coffee grinds. The strength of the extraction depends on the amount of water fused through the grinds. Control of the volume of water in turn controls the precipitation of tannic acid. Too many "pourings" can precipitate too much tannin, and the result is bitter coffee. It is also caused by chemical reaction in finished coffee made in batches overlarge for continuous use without standing too long. It is therefore advisable to make coffee in small batches and make coffee more frequently. Commonly, bitter taste is attributed to contact with metal, which to some extent is true—but the other reasons named are the basic causes.

Water should be cold, and brought to a rolling boil to obtain the maximum extraction of the essential oils. Under no circumstances should water be used unless it is boiling.

MEASURE WATER CAREFULLY

After pouring, or extraction, always take out the coffee bag or other device holding the grounds. Do not permit dripping into finished coffee. Water should be carefully measured either manually or automatically. The proportions of ground coffee to water must also be carefully maintained.

Adhering to the basic principle of making coffee in small quantity or in volume to maintain reasonable continuity of service so that all services are fresh, do not hesitate to delay your customer to make fresh coffee rather than take chances with coffee you think may have been standing too long.

If you are using the urn method which involves the simple process of pouring hot (boiling) water over the grounds, make sure that the cold water entering the water urn does not reduce the temperature of the water in the water section. Make sure also that the water compartment surrounding the "coffee lines" cannot be affected by the entry of cold water which may have replaced water drawn off.

Once made, the temperature of coffee should be maintained always just under boiling. Boiling should not be permitted under any circumstances after extraction, regardless of the method used. *Virtually no "drop of temperature" is permissible in maintaining coffee in proper taste and bouquet.*

INCREASES DESSERT SALES

Coffee, properly made, not only is an accompaniment to an excellent meal, but also can be employed to develop increases in dessert and pastry sales. The "bottomless cup" is good merchandising. An extra cup at no additional charge usually stimulates additional food item sales. It also builds good will.

This service, however, will affect food costs too much where a five cent cup of coffee is served. Profit on coffee is less today than formerly. At present market prices, a cup of coffee will cost you .02 as against .0185 for last year.

Make one person completely responsible for the entire coffee procedure, but be sure that more than one person in your unit understands the making of coffee.

Manufacturers of coffee-making and coffee-brewing equipment are acquainted with the factors which contribute to making good coffee. Consult with them and your source of coffee supply, and if you adhere strictly to the advice and instruction given you, every cup of coffee will be tasty and uniform.

For a light blend of coffee, a 20% cream is used with the following formula: **2½ gallons of water to 1 pound of coffee. Poured three times.**

For a heavy blend of coffee, a 25 to 30% cream is used with the following formula: **2 gallons of water to 1 pound of coffee. Poured three times.** The 30% cream is not generally used—except where men patrons are in the majority.

Bags must be rinsed out with cold water and changed frequently. Bags containing grounds must not be left in urns after coffee is made. Coffee should be made every two hours, or less.

Glass coffee makers are especially useful in small units. In large units they may be used successfully before and after peak periods. The various types of glass coffee makers are all, more or less, constructed on the same order. They are easy to use; speed in making coffee is one of the outstanding points in their favor. Manufacturers of glass coffee makers are usually glad to furnish equipment on trial and they also send operators for practical demonstrations.

Health Lunches

In hot weather a salad luncheon becomes a timely offering. Your menu may include a daily salad luncheon, listed as "Health Lunch" or "Diet Lunch." As the salad unit always carries these items, and as it is only a matter of making up the various combinations, it will enlarge the daily menu set-up if you include such a lunch from the start. Only the main dish and dessert items of these menu set-ups are changed. In case you do include the salad luncheon, one of the dessert choices should be a non-fattening item or one that would appear to blend in with the general form of this luncheon.

Dinners

Hot Sandwiches May Be Presented Profitably At Dinner; Keep Your Menus Simple

Generally speaking, a soda luncheonette does not cater to a real dinner trade. The office workers, who in so many cases form the backbone of the luncheon trade, eat dinner either in their homes or in regular restaurants.

There are notable exceptions, however, in certain sections of the country. And in these localities, soda luncheonettes do a thriving dinner business.

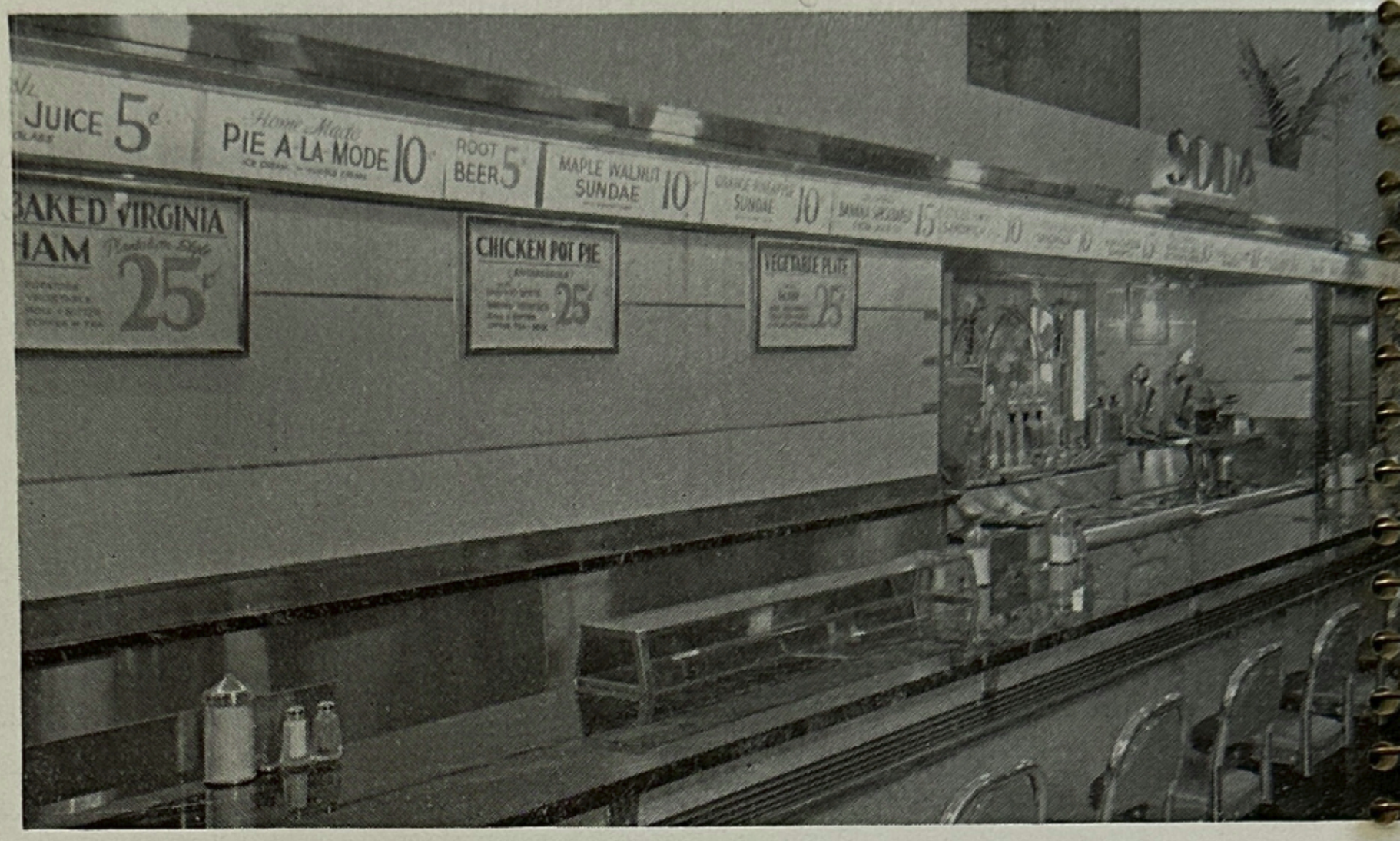
As a rule, the late afternoon business will equal the early evening trade, and the bulk of this business will be in sandwiches. Here is where the hot sandwich may be presented profitably.

Hamburger served as a Salisbury Steak with French Fried potatoes is popular. Stews, served in bowls with bread and butter, are very good in cold weather. Ham and eggs figure in these menus in the same proportion, and even more so than at breakfast.

Keep your dinner menus simple. Serve items that require little or no skill in preparation so that the unit may be safely left with an assistant.

Here is the correct table service set-up for three warm weather salad luncheons, or "Health Lunches." Note the neat layout of dishes and utensils. Gelatine, a "diet" item, has been ordered for the combination at the left. Ry-Krisp, instead of bread or rolls, has been served with the luncheon in the background. On a 30-cent "Health Lunch" the operator might offer a choice of tomato juice, soup, tea, or coffee, choice of raw vegetable salad or pear and cream cheese salad, choice of gelatine with whipped cream, assorted cookies, or other desserts. Puddings, gelatines, cup cakes, and cookies are high gross dessert items and such luncheons offer a chance to get a big turnover on these—but they must, of course, be included in the general menu set-up.

CREATING A DESIRE FOR



RIGHT—Your back bar display space is one of the most strategic positions in your store. It is really your inside show window. Use it to push your specials. MIDDLE — Attractive back bar signs and streamers are furnished by manufacturers to help you merchandise your fountain. EXTREME RIGHT — Make your windows sell your fountain. Here, menu boards, dummies, and food are arranged to form a highly attractive display.

A CONSTRUCTIVE, AGGRESSIVE MERCHANDISING PLAN WILL BUILD INCREASING SALES VOLUME

SUBJECTS COVERED IN MERCHANDISING CHAPTER

- Selling
- Menus
- Eye Appeal
- Weekly Specials
- Back Bar Display
- Advertising
- Courtesy

If somebody told you that your soda fountain receipts were going to increase by nearly 100% in the next ten years, you'd start asking how and why.

Yet that's exactly what happened in the past decade.

Ten years ago the average soda fountain check was 10 cents.

Today average checks range from 17 to 22 cents.

In other words, soda fountain receipts have jumped at least 70%.

These figures are still more amazing when you consider the fact that this tremendous gain in profits took place during a depression period. While thousands of other businesses suffered shrinkage in profits and even failure, the average soda fountain operator enjoyed a steady increase in business.

HOW IT HAPPENED

Naturally, the question arises—What is the explanation for this phenomenon? Why? How did it come about?

The answer, generally speaking, is contained in two words—SMART MERCHANDISING. While certain social and economic conditions may have been minor contributing factors, the fact remains that this gigantic increase in soda fountain business was brought about

WHAT YOU SERVE

and maintained for the most part by vigorous exploitation, increased sales efforts, and effective advertising

BUT—not every soda fountain operator participated in these profits. Figures show that the operators who devoted the most time and energy to merchandising their fountains took the lion's share. They were the men who knew and applied the principle that merchandising is merely arousing the customer's desire to buy what they had to sell.

These men knew the three important points of all successful selling:—

—Tell what you have to sell.
—Tell it in a convincing manner.
—Make it convenient for the customer to buy.

ATTRACTIVE MENU COUNTS

For instance, a recent survey has shown that the attractive menu was one of the prime reasons for this big gain in soda fountain business. Up to ten years ago, the fountain that offered a menu comprising more than a limited variety of sandwiches, coffee, or similar hot beverages was out of the ordinary.

But not so today; the menus of most soda fountains list a variety of foods beginning with breakfast combinations and ending the day with regular dinners. This provides today's operator with a much greater opportunity to merchandise and exploit his fountain. The increasing demand for light meals served at a modern fountain is in keeping with the faster tempo of today. Pioneered by chains, the idea of selling simple, appetizing foods at the fountain has opened many new avenues of profit to all fountain owners.

With these advantages, is there any reason why soda fountain

receipts should not increase another 70% within the next ten years? Merchandising will tell—and the man who knows how to merchandise his fountain will get the biggest share of the business.

The big profits come to the fountain which is expertly managed and carefully merchandised from the customer's point of view. People return to the fountain that gives them what they want, serves them in an appealing style in a pleasant atmosphere. From the owner's standpoint, the same fountain must be properly merchandised so that sales will hold their level. Buying is done carefully, wastes are watched, and turnover is checked. Every detail of the fountain must be carefully supervised.

KNOW YOUR NEIGHBORHOOD

The first step toward successful merchandising is to make a survey of your field of operation, whether you cater to business crowds or to a home neighborhood. Then you know your potential business and can determine if you are getting your share. Set a mark to strive for, such as how many servings you should be making each day, basing this upon population, the number of people passing your store, etc. Many who are aware of your fountain are not among your customers. Why is this? Find out. Analyze the reason for this, and, in doing so, be critical of yourself and your fountain.

Then lay out an orderly plan of merchandising based on your findings. Put it on paper step by step. Outline just what you intend to do in the line of service improvements, circulars, newspaper advertising, and store and window displays. Make it a campaign of three, six, nine, or twelve months. Decide upon a reasonable and definite trial period at the end of which you can check your results.

Set aside a part of your overhead expense exclusively for merchandising. (It is interesting to note that the national average for this expense is 5% of total sales. This, of course, is to be used for all forms of merchandising and advertising.)

It takes more than newspaper ads and display cards to advertise your fountain. One of the best methods is to give the fountain the best available location in the store. Although it might seem that the fountain is getting more than its share of space and good location, it must be remembered that the fountain often brings more people into the store than any other department.

TRAIN EMPLOYEES TO SELL

Selling to the public should not be limited to your own personal efforts. Every man or woman behind your counters should be trained to SELL, not simply to go through the motions of taking an order from a customer.

Teach your dispensers to voice a timely suggestion that builds larger checks and increases your profits. Study your sales phrases for favorable customer-reaction.

SUGGEST OTHER ITEMS

If yours is a store having departments in addition to the fountain, try having each employee, when concluding a sale suggest other items to the customer. Train each one to form the habit of voicing such suggestions in a way that enhances the attractiveness of the items. Teamwork of this kind will accomplish splendid results in pushing a special or a staple item in your menu. It will do much to maintain your daily average.

The first few moments of contact with

the customer are perhaps the most important; it is then, not later, that you have the best chance of arousing his or her interest. It has been said that the first dozen words a salesman uses either makes or loses the sale. Such words, at a soda fountain, can mean the difference between a 15 cent check or a fifty cent check. In the course of thousands of actual experiments it was found that most people would, when ordering a certain widely advertised beverage, automatically say "small" if the dispenser asked "Large or small size?" But seven out of ten answered "yes" to the clerk's simple "Large One?"

The sales person must sell more than merchandise. Every man and woman behind the counter should also sell good will. A pleasant impression will bring a customer back.

APPETIZING DESCRIPTION

If sandwiches and coffee are served, a descriptive suggestion that ice cream or some other tempting dessert would go well with the snack often brings an additional sale. Don't be content with the mere description of the extra delicacy—give it an appetizing description. The simple question, "How would you like some ice cream?" or "How about a box of our mints to take home?" is more likely, because of the human defensive streak, to get an answer of "No." The same questions coupled with a few words describing the wholesomeness of the item and arousing the appetite urge should be used. Talk about richness, flavor, purity, freshness, tangy taste.

Try to get the customer's entire order at one time. Very often if a patron gives her order piece by piece, by the time she has disposed of the main item, she may decide against dessert. If the entire order is given at one time, the average customer is reluctant to cancel any part of it later.

USE EYE-APPEAL

With counter service, the fountain operator has the advantage over most restaurants in being able to display a number of appetizing items. An orderly, mass display should be made, because a full counter sells more than one that has sparse display. Include small descriptive signs with these items with the prices plainly featured. Wherever possible and within the bounds of good taste, garnish your servings with simple, edible garnishes. Take

Capitalizing on the power of eye-appeal, the operator of this fountain is featuring banana splits with a mass display of bananas and dummies.

TODAY'S SANDWICH SPECIAL

CRAB MEAT SALAD AND TOMATO ON TOAST

You'll enjoy this combination made with delicious Crab Meat Salad and full ripened Tomatoes.00c

ROAST PORK AND TOMATO ON TOAST

Made with the finest Pork Tenderloin and red ripe tomatoes 00c

CORNED BEEF AND TOMATO ON TOAST

Made with tender, juicy Corned Beef and tasty, sun-ripened tomatoes—a pleasing combination.00c

Above are examples of how you can increase sales of sandwich specials by describing them in an appetizing manner on your menu. Note how these descriptions are designed to create a strong desire in the customer.

a tip from French chefs who are masters at the art of making ordinary dishes appear unusually attractive. The addition of a dash of whipped cream to the soda or sundae will do much to lift it above the ordinary. When serving children, one wide-awake fountain owner hit on the idea of garnishing all sundaes with a gum drop or other bit of candy,—with the result that the youngsters spread the news throughout the neighborhood and the store had a rush of juvenile business.

The soda fountain is a business in itself. Even though it may be part of a store, its merchandising problems are peculiar to itself. Sales analysts strongly emphasize the necessity for fountain owners to determine the exact cost of each item so that against each item can be charged a proportionate share of operating costs or overhead. It is only when you know how much each item costs you to handle that you can get a true picture of your complete operating expenses.

AGGRESSIVE SELLING PAYS

Numerous surveys have proved that aggressive merchandising can and does return a handsome profit. The latest survey, covering some hundreds of drug stores, shows the fountain producing an average gross of 52% as against 32% from all other departments of the store. In addition, the average net was 15% from the fountain with 6% from other departments. It was revealed that one out of every four customers at the fountain bought some other item before leaving the store. Small wonder that the fountain has been called "The new-business department of the store." Throughout the United States the modern soda fountain sells nearly $5,000,000 worth of food and beverages every day, which is more than 3½% of all our retail trade. Something like 55% of all national ice cream sales are across the counters of drug and confectionery stores.

Never before has the fountain played so important a part in the life of the community as it does today. No longer is it a social gathering place for refreshments, but, properly equipped, serviced and merchandised, has become a daily and necessary port of call for an increasing number of people. This is because the modern trend toward greater health-consciousness has awakened the public to the health value of the many products dispensed at the fountain.

Vitamin was once a mere laboratory word. Protein and other food elements were discussed only by experts. But the fountain customer today is pretty well informed about the vitamin value of such foods as ice cream, milk, fruit, and vegetable juices so easily and conveniently obtained at the fountain. As public preference for the fountain grows, its value as a revenue producer attracts more and more attention from the merchandise chains, independent capital, and those alert retailers whose stores can be adapted to fountain installation. The natural result of this has been enormous competition.

In spite of this competition, the largest slice of the profits still goes to the operators who know how to merchandise their fountains. As this is written, there are some 110,000 soda fountains throughout the country, each attracting an annual average intake of about $18,000. However, these figures do not reveal in detail the wide differences of income between individual fountains. The $18,000 is merely an average figure, and this amount of annual revenue is by no means enjoyed by all fountain owners. Nor do these figures take into account the reasons behind such revenue differences, due largely to differences of management-efficiency that always distinguish one store from another. Two identical fountains will produce sharply differing profits. While the gross intake for one may far exceed that of its neighbor,

its net yield may be considerably less due to higher operating costs, incorrect pricing, or any of a number of reasons that back-track into management.

SEASONAL INFLUENCE GONE

The fact remains that soda fountains have clicked with the public, and it is a matter of record that many of the large drug store chains owe their sensational expansion to the extension of their fountain service—which was started primarily to stimulate winter business. This new idea of serving food at the fountain became so popular that today the fountain is no longer affected by seasonal influence. The seasonal peak has been leveled off and ice cream and the fountain has become the year-around necessity to the community that it should be. The average person lives a more sedentary life in cold weather and gets less fresh air and sunlight. It follows, therefore, that during such periods the body must be fortified by those foods which provide the greatest amount of nourishment vitamins, and other food elements basic to so many of the products at the soda fountain. The fountain operator should make use of the display material provided by the manufacturers of these items.

PUSH WEEKLY SPECIAL

It is good merchandising to push at least one special each week, and this gives you an opportunity to use your originality in naming your specials after popular movie stars, celebrities, holidays, and news events. Have football specials in season. Many chains hold weekly conferences among store executives, clerks, and dispensers to decide just what specials shall be featured. This is good psychology because it makes the dispenser and other employes feel more responsible and they'll work harder to justify their suggestions.

You must keep abreast of the newest developments in your business. Im-

MODERNISTIC
MENU BOARDS
For Fountain and
Luncheonette Display
STOCK SIZE 15 x 20 INCHES
(Also made to order, any size)
Fluted side pieces
in brilliant black enamel or chrome.
Steel groove sections fitted with lustrous white celluloid strips to give a tubular effect.
Changeable inlaid acetate celluloid characters
MAY BE WASHED AND CLEANED
Always Retain Original Lustre
COMPLETE STOCK SET
1 Menu Board, 15" x 20"
500 Celluloid Characters
2 Heading Slides (4 items)
$8.50
REDUCTIONS TO QUANTITY BUYERS
Write for Illustrated Folder "FM"
The HOPP PRESS, Inc.
460 W. 34th Street New York, N. Y.

provements in fountain mechanics, foods and formulas are constantly being brought to your attention by the manufacturers making such improvements. But when it comes to merchandising and advertising, the owner is more or less on his own. True, many of the trade magazines make every effort to assist by printing articles dealing with these subjects, but they cannot, because of space limitations, do more than give this information in a brief fashion. Nevertheless, it is highly important for the fountain owner to read one or more of the publications in his field.

Push weekly specials with appealing back bar signs.

BACK BAR DISPLAY EFFECTIVE SELLER

While most back bar signs concentrate on specials, prices, etc., the signs above, which are furnished to operators by an equipment manufacturer, are of the prestige building type and stress quality and flavor. The progressive operator should take advantage of the display material offered by manufacturers.

Your back bar display is your inside show window. It's one of the most strategic positions in your store. It's one of the most important ways of selling your customer. You pay rent for it, and it should be put to work for you. Push your specials here and post other important information for your customers.

Remember this:—Displays for specials should be big—seen and read from all parts of the store. There are more near-sighted people than you may imagine. Concentrate on one special, and don't forget that repeating it often doesn't do any harm.

TIE UP BACK BAR WITH WINDOWS

Make full use of that back bar to promote holiday specials; use gay colors and seasonal motifs. Plan all back bar displays to tie up with your windows and plan them well ahead. List the holidays for the year and you'll be surprised how many colorful merchandising opportunities they present.

Place your signs fairly high on the back bar,—but not too high—as people are not inclined to focus their gaze on highly elevated objects. Be sure to leave ample mirror space at eye-level—because lots of people like to watch themselves in the mirror.

If you are located in a big city, you can have your store and window signs custom-made on a monthly service basis

by one of the local commercial art studios. Those specializing in making quick, effective lobby signs are usually the least expensive.

AVOID TOO MANY SIGNS

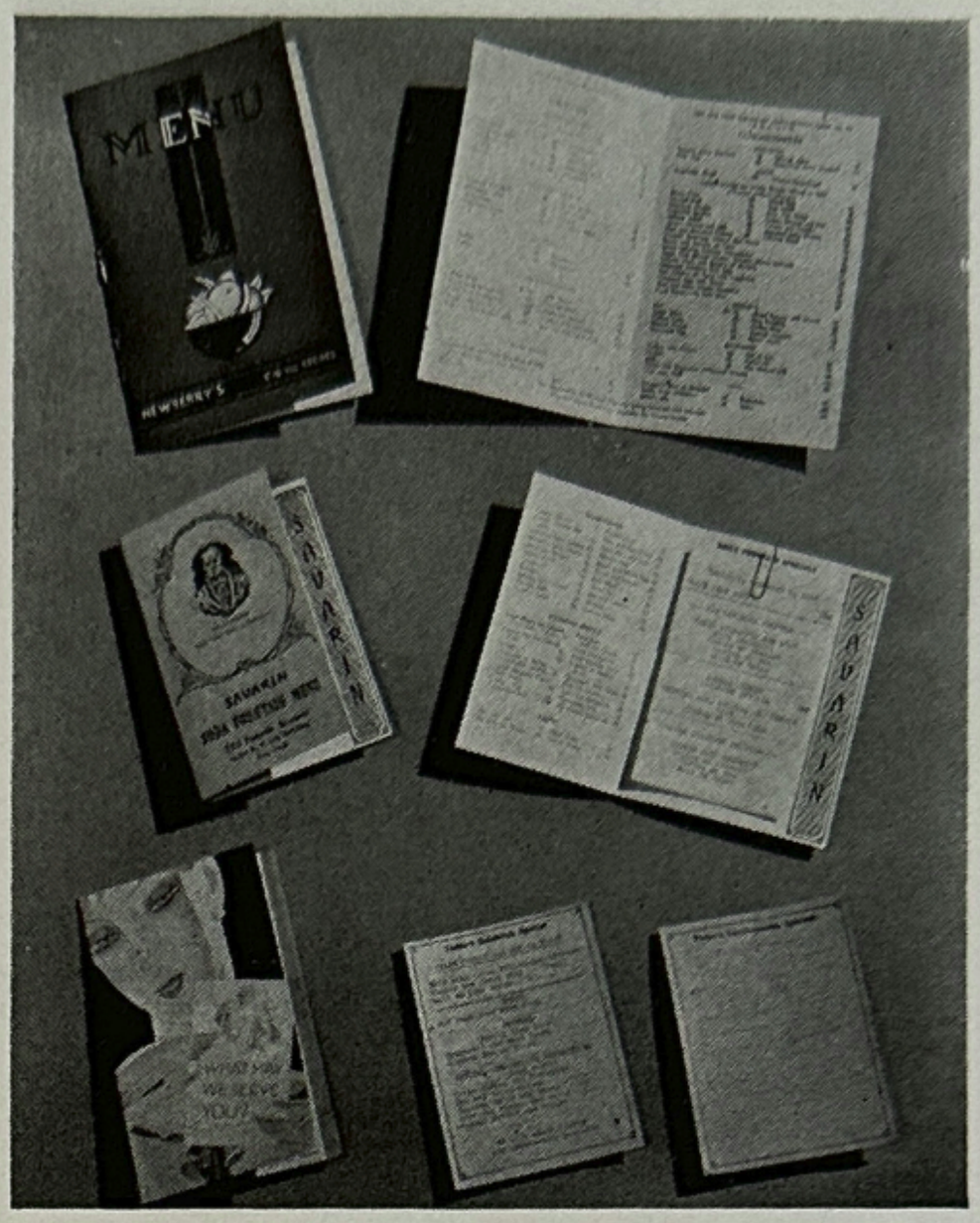
On the other hand, don't clutter up your back bar with too many signs. This will be confusing. Other signs may detract from the special. Don't let your back bar take on the appearance of a free-for-all billboard scramble. Use your judgment in making it appealing, forceful, yet simple. Don't clutter it up with headache tablets, liniments, or any other thing liable to destroy a customer's appetite.

Do not concentrate all your display on your specials or other items sold; see that a few of your signs (and other advertising matter) are of an "institutional" or prestige-building type, featuring such things as quality, service, and the friendliness of your store. Take advantage of the splendid display material offered to you by manufacturers. These are designed by experts and developed by seasoned merchandising men who know what to feature and what to avoid.

Make full use of dummies which will put a real draw into your displays. These are topnotch sales-builders for many fountains. Not only are they remarkably realistic, but they are colored to simulate any flavor. Try them for mass window effects.

KEEP CLOSE TABS ON MENUS

Make your menus serve a two-way purpose by containing selling descriptions of the items listed and as a means to advertise any specials or particular features of your store. They should be inspected from time to time during the day and any that are finger-marked or food-spotted should be withdrawn immediately. Dirty menus kill sales. Many operators use cellophane, washable menu covers. See to it that all items

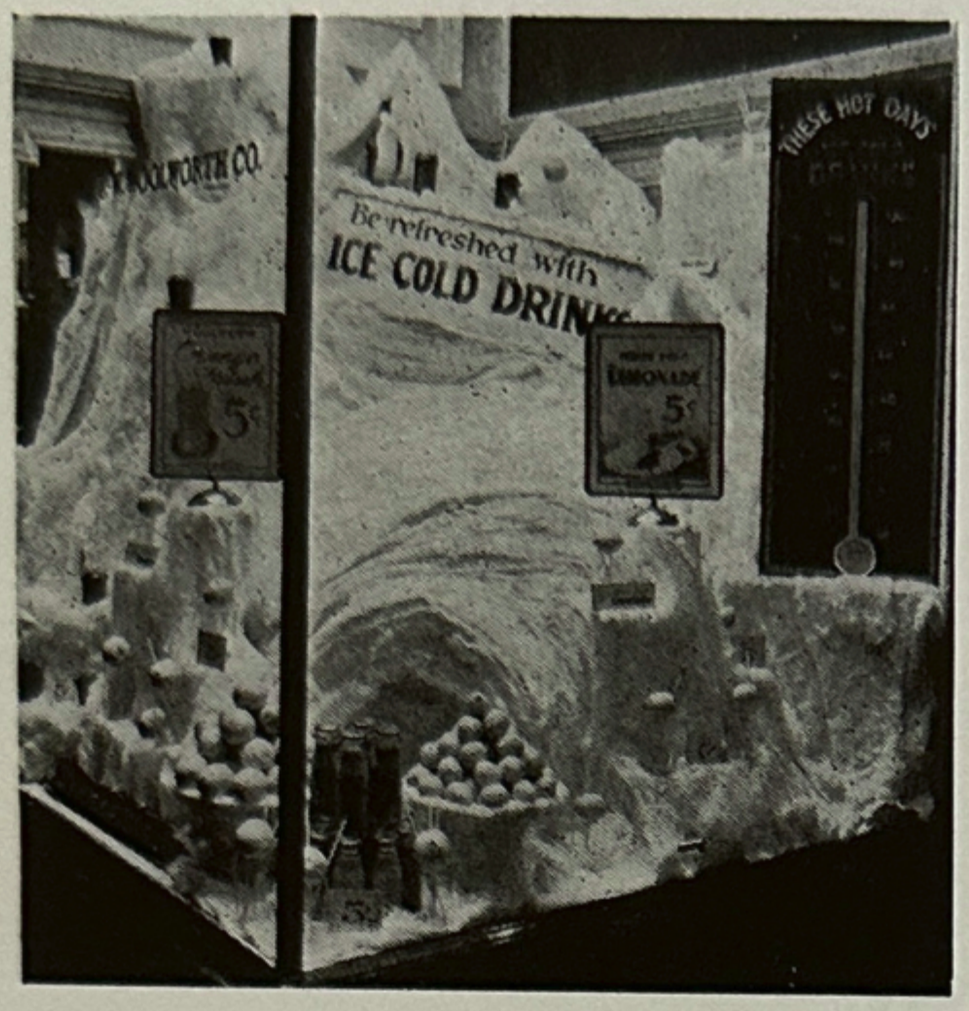


Examples of typical luncheonette menu presentations, showing attractive and practical types of covers and clipped-in daily menus.

on the menu are readable. Certain manufacturers from whom you buy will gladly provide blank menu cards for your use. The menu is one of your best silent salesmen, and should be well designed. Consider carefully everything you put on it. Always tie up the menu to your featured specials and back bar and other advertising, bearing in mind that the specials are important factors toward increasing sales volume. A large size menu is more impressive and affords more room for selling talk and special announcements. Avoid the continued use of one color. The wise fountain operator displays his menu prominently in the windows where it can be easily read.

PROMOTE SALES WITH CONTAINERS

The carton used for carry-home orders can be a real salesman for your fountain. It should feature more than your name and address. Promote sales with it. Let it carry an interesting and important message about your store. Vary these messages from time to time. This carton offers you the one big



Devoted to the sale of ice cold drinks, this window has a real thirst appeal. It is well designed to create a desire for a cold drink.

chance of getting your message right into your customers' homes.

If you do not have your own cartons specially made, there are many attractive stock containers available on which ample space is left for the imprinting of your name, address, and special message. If a sufficient quantity is ordered, the manufacturer will print such copy at no extra cost. Telephone solicitation will do much to stimulate your carry-out trade, and in connection with this a cycle delivery will prove an added profitable merchandising measure. If you establish such a service, advertise it well.

If you give curb service and handle send-outs to nearby office buildings and stores, be sure to keep on hand a large supply of paper cups. Manufacturers offer a striking variety of these cups—certain types having handy lids for ice cream and drink send-outs.

BE CAREFUL ABOUT YOUR WINDOW SPACE

Many fountain owners are careless in their treatment of window space. The average window contains too much. It is better to have a few clearly-seen articles than a confused jumble that leaves no definite impression from the sidewalk. Avoid the use of mirrors unless yours is an unusually shallow window calling for their use to create the illusion of depth.

The amount of rent you pay is based upon the number of people who pass your store,—while the profit you make depends on the number of these people you can bring into your store. Hence your windows demand important consideration.

Briefly, all windows fall into three classes:—

1. The prestige window—a dignified, conservative display featuring merchandise of known and exceptional quality. Use this to build store confidence in the mind of the customer.

2. The selling window—an enticing display devoted to one product. Used to obtain large sales volume and quick turnover.

3. The mass window displaying many products of various kinds. The idea being to create an impression of large stocks.

Never give your windows to low-profit, slow-moving merchandise. They are too valuable as effective point-of-sale advertising.

CONSULT MANUFACTURERS

Fountain operators should use more

This orderly display features breakfast, a luncheon special, and ice cream dishes in a highly effective manner. Note the arrangement of dummies.

of the well-designed advertising material which manufacturers are glad to provide. The more progressive operator calls upon the service department of the manufacturer to help him solve his window problems. Such advice is both valuable and free.

The use of price tags is advisable, and the effectiveness of these is increased if they show the reason why the customer should buy. Rotate your displays and plan them to fit your particular neighborhood or the kind of trade you get.

OUT OF STORE MERCHANDISING

If your fountain is in a suitable location, keep carefully compiled lists of customer-names and circularize these regularly with attractive announcements. This touches on the importance of learning to remember and greet customers by name. Nothing on earth is so personal to a man, woman, or child as his or her name. If you are located in a small community, you'll have no difficulty in doing this. Even in a larger city you will recognize certain steady customers and by adroit conversation you can get them to reveal their names. But don't call a customer by name unless you're sure of the name.

ADVERTISING SHOULD REFLECT YOUR CONFIDENCE

In advertising as in all salesmanship, to sell the other fellow successfully, you must first sell yourself, and sincerely believe in the worth of what you sell. Every line of your advertising should reflect this confidence in your store and its products.

Plan your newspaper and other announcements well ahead. Keep a written advance schedule naming the subjects or important features of future advertising.

Perhaps you may want to have a number of flyers printed for neighborhood distribution, featuring one or more of your seasonal specials. Decide what size is most suited to the purpose—here your printer's advice may be helpful. Outline this on paper. Decide then what you want most prominently displayed. Try, if you can, to give the printer typewritten copy, but in any event it is well to keep a duplicate of the wording you give him—should there be any future misunderstanding due to incorrect typesetting. You do not need an expert's knowledge of type if you have an intelligent printer—merely indicate words that you want featured. Indicate by letters or numbers on your layouts exactly where the various parts of your copy should be placed. Make corresponding letters or numbers on the copy itself. Bear in mind, if you use halftones, you should use a coated stock, i.e., one with a calendered surface as only coarse halftones can be used on other kinds of paper including newsprint.

Follow the same procedure when preparing an advertisement for your local newspaper. Here, too, the advertising manager can help you considerably as he is experienced in this work—some newspapers maintaining elaborate service departments solely for this purpose. As a rule, their assistance is given to advertisers free of charge.

If you are a consistently steady newspaper advertiser using a fair amount of space, you may be able to get a free publicity news story once in a while—at any rate it's worth asking for.

HOW TO USE POSTERS

You can follow the same lay-out plan if you decide to have posters printed which, if used, are splendid advertising mediums,—or you can obtain these ready printed from one of your wholesalers. Use these in nearby garages and parking spaces and, where possible, at various positions along main highways leading to your city.

Give a thought to billboard advertising if yours is a store large enough to warrant its use.

CURB SERVICE

The alert fountain operator will, if suitably located, try to develop curb service, using the new trays that fit into the doors of automobiles—a convenience appreciated by the motorist-customer.

For economical distribution of flyers, you may be able to make arrangements with some few stores that maintain newspaper delivery services, including your announcements with delivered newspapers.

RADIO ADVERTISING

Here and there certain enterprising operators located in the smaller cities have, at reasonable cost, bought radio time for simple one-minute announcements in between various programs, or sponsored the local weather forecasts, etc.

Few branches of retailing call for more merchandising ingenuity than does the successful operation of the fountain and the keen owner overlooks no opportunity to promote sales. He is continually trying to devise methods and create ideas and stunts that sell. Here are a few that have worked:

Go after breakfast business, particularly if you are in an apartment house or business neighborhood. Advertise your fountain as a morning time-saver for business people.

An excellent plan is to issue coupon books or "commutation tickets" for a stated amount and advertise these as being bargain items, i. e.,—"$1.15 worth of fountain products for 99 cents."

Circularize business offices with messages which advertise one of your fountain specials to help overcome that 3:30 let-down which slows up so many stenographers and clerical workers. You might even address a personal letter to the employer pointing out the advantage to him of allowing a few minutes' recess to his staff, stating what is a known fact—that they'll work better, longer, and harder for the brief refreshment period. Work up a delivery service for this business.

Consider, too, the possibilities of developing a picnic box service, advertising a number of appetizing items attractively boxed for the holiday picnic. To many women, this is a decided help. In your advertising, list each item, including napkins, plates, cups, kinds of sandwiches, dressings, desserts, etc.

Some fountain owners have included in their circular distributions those which contain local baseball, basketball, football, and other schedules—try this; the customer will retain such folders and thus prolong the life of your advertising.

But these are only a few of hundreds of sales-making devices that have helped build business for fountain owners. There are other and almost unlimited ideas that are being used and, no doubt, you have or will have devised many to add to them. These were given merely as suggestions.

CAR CARDS

Consider the pulling power of advertising in your local buses and street cars. This registers with the home folks and with strangers coming to your city.

MOVIE ADVERTISING

It is sometimes possible to get the local movie house to run a printed announcement about your store on the screen between feature shows. If doing this, see that your advertisement is well designed and of such a nature as to be quickly read. Show a picture of your store if you can.

QUALITY COUNTS

The fountain operator must keep quality-minded. Quality does not necessarily mean the kind of ham you buy. It means the quality of your beverages, a cold, zestful soda, or a really good cup of cof-

fee. It means ice cream served at the right temperature. Keep a thermometer on hand—Use it!

Quality means the quality of your equipment, its condition and finish. The education of the public is a continuous process. The public knows, and is smart enough to spot bluffs and fakes. Have things arranged so that dignity is expressed—and then you will express quality.

Service can mean but one thing. The kind of service you expect when you patronize your own business. Courtesy, efficiency, and speed is what you expect, and your customers expect it too. Good service is much easier to give than poor service. Performing a job properly should give the seller as much personal satisfaction as the buyer.

BEAUTY IMPORTANT

Beauty counts in modern merchandising. Your customers are pleased by color, illumination, and well designed fixtures. Develop your color scheme with all the contributory facts in mind, and if you doubt your own taste, there are always others to consult.

COMFORT FOR CUSTOMERS

Comfort is provided for your customers through the proper design of the counter and the seating arrangement. Standards have been developed which fix dimensions and distances for maximum comfort. Counter stools are available with upholstered seats and comfortable form-fitting backs. There are numerous features of comfort to be considered, and they are discussed on other pages of this manual.

It is these things that your customer pays money for. It is these things you pay for when positions are reversed and you are the customer. The omission of any one may be the reason why the customer won't come back; and observance of all these features is vital to sound merchandising.

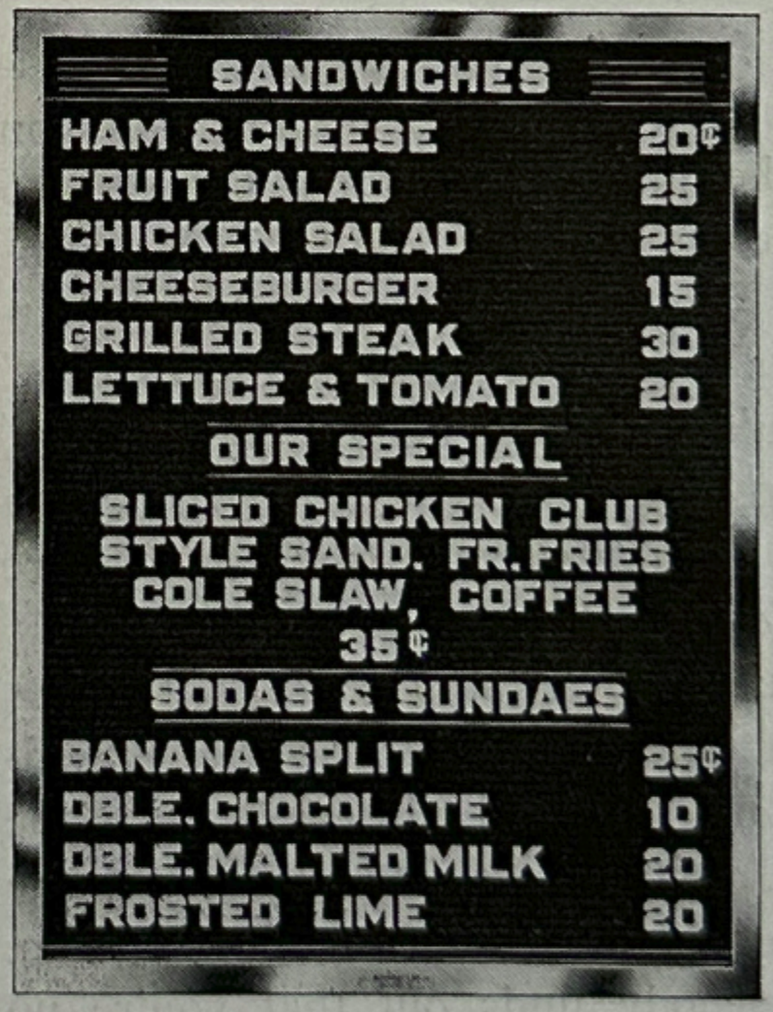
REMEMBER:—Know your merchandise, your employes, and your customers. Operating your business will be made just that much easier and you can avoid costly experimenting and hit-and-miss practices.

BE COURTEOUS

When dealing with customers keep the word COURTESY foremost in your mind. Do your best to please every customer. There are a few you cannot please,—but keep trying. Always give courteous answers to any questions a customer may ask. Mix a drink the way the customer wants it mixed. And don't forget that the TEMPERATURE of the drink is all-important.

Few things aggravate a customer like slow service. Give your customers the limit in attention. And don't forget to SMILE. Try to avoid asking a patron to repeat an order. It irritates him.

Don't yell loudly across the counter or from one end of the counter to the other. This may be all right in a "greasy spoon"



BEAUTY • SERVICE • ECONOMY

★ A chrome frame, felt covered grooved board CHANGEABLE LETTER SIGN. Size 18" x 24" complete with easel & hangers & 300— ¾" die cut celluloid letters & figures. Every fountain should have one. Specially priced at $10.90 ★

Write for other literature.

A. C. DAVENPORT & SON, INC.

311 N. Desplaines Street
Chicago, Illinois

—but not at an up-to-date soda fountain. It's good to bear in mind that the customer comes to the fountain for refreshment or food and not to watch you or to see a smart act performance or listen to foolish conversation.

The sight of dispensers drinking and eating behind the counter cheapens your place. Make it a point to avoid this.

PLEASE THE WOMEN

Don't forget! Your most exacting customer is a woman. Please her and you please the public. And don't forget to serve the lady first if she is with a gentleman. Don't leave your counter unattended as long as a customer remains.

If you're working behind the counter, make up your mind whether you're a *Genuine Soda Dispenser* or whether you're just a *Soda Jerker.*

If you're a *Genuine Soda Dispenser,* you're a salesman whose courtesy, efficiency, and service build profits for the fountain. If you're a *Soda Jerker,* you're only floating along, drifting downstream, until somebody finds out that you're no asset to the business and you have to look for another job.

MERCHANDISING ICE CREAM

Do not overlook the importance of ice cream in your merchandising scheme. Steady and carefully planned promotion of ice cream sales at your fountain will bring you a substantial increase in profits.

Ice cream is a 50% gross profit item—with an average turnover of 90 times a year. It is a popular, healthful food that people eat at any time during the day. For this reason, you can use ice cream to flatten out peaks. Many operators bolster their sales in the period from 2:30 to 5 p.m. by promoting ice cream with appealing window displays and back bar displays.

Of course, ice cream is much easier to sell as a soda or a sundae than as a plain dish of ice cream. To produce real results, your window and back bar promotion must feature a sundae or a soda at an attractive price. It **must** be remembered that ice cream is largely an "impulse" purchase. A good picture of the soda or sundae in your window together with the price and a few descriptive words will create a desire for the item. Many passers-by who had no intention of buying anything at your fountain will find their attention arrested by the display, and motivated by the impulse, they will decide on the spur of the minute that they want that particular soda or sundae.

Promote the sale of ice cream with timely merchandising stunts. Here, a World's Fair tie-up was used — and a "World's Fair Sundae" was featured. The dish had both novelty appeal and eye-appeal.

Ice cream sundaes, served as a dessert, can be used to promote the sale of certain luncheons. The listing of a sundae as a dessert may be used to sell a customer a higher priced luncheon on which you may realize a bigger profit.

Ice cream can be used to "glorify" simple desserts. A small scoop of ice cream —even a dab—will make cakes, pies, or puddings much more attractive to the customer. By adding the ice cream to the low cost dessert at a very small extra cost, you give him the impression that he is getting a lot for his money.

Many operators increase their sales of hot chocolate by advertising "Hot Chocolate With Ice Cream." The ice cream, although served in the hot chocolate in a very small quantity, has been found to be much more appealing to the average customer than whipped cream.

The enterprising operator makes a habit of suggesting ice cream to customers. Many customers who are undecided as to what they want to order may finally decide to order a five cent drink. However, if the operator suggests a soda or a sundae during the moment of indecision, the chances are very good that the customer will act on the impulse and buy the higher priced item. We are all responsive to well-timed suggestions.

Instructions for Making Dummies

Well-constructed dummies of ice cream, sundaes, and sodas will give a powerful appeal to your displays. The use of dummies is an important part of your merchandising set-up. Prepare them carefully and display them in an attractive manner. They will increase your sales and enable you to do a real volume business on specials.

For Tulip Sundaes & Sodas

Strawberry & Cherry Dummies
Make a paste as follows:

1 lb. XXXX Confectioners Sugar, sifted.
1 oz. crushed cherries.
1½ oz. liquid.
Unless for window display do not use color. If for window display, add a drop or two of red coloring, but DO NOT GET TOO RED!

Paint one soda spoonful of the paste on the inside of the glass. Use the back of the spoon to apply the paste.
Fill the glass with flour.
Tulip Sundaes must be filled to the rim of the glass. Then, with the finger, make a groove around the edge. This must be filled with paste (thinned down to a consistency that will easily run off the spoon) and is called "Sealing."
For 12 oz. Sodas:—
Use two soda spoonfuls of the above paste to paint the inside of the glass, leaving spaces for the flour to show through.
Fill with flour, level to the top of the glass.
Chocolate Dummies:—
Mix fountain chocolate with the powdered or confectioners sugar until the desired shade is reached, and then proceed as above. DO NOT GET THE MIXTURE TOO DARK!
Peach-colored Dummies:—
Use yellow and red coloring mixed until the required shade of peach is obtained.

Topping Dummies

Use a pie-type meringue, a bit stiffer than in ordinary use, as follows:
3 oz. meringue powder
1 pt. cold water
2 lbs. granulated sugar
The finished meringue may be separated into two parts, one of which is colored. For Tulip Sundaes, use all white. For Sodas, color with a few drops of vegetable coloring to make a delicate shade matching the soda.
Application of Topping:—
For Tulip Sundaes use a canvas pastry bag with an open five-star tube. Make a generous rosette on the top, being careful not to cover up the sealing which gives color to the dummy. A red jelly-bean, cut in half with the round side up, will simulate a cherry and give further color to the dummy.
For Sodas, top with a large spoon, and use your fingers to bring the meringue up into points to resemble foam. While the topping should always be colored to match the soda, it has been found very difficult to imitate chocolate foam, so that white topping is usually placed on chocolate sodas.
Add a straw, slanted at an angle.
NEVER PUT SODA SPOONS IN DUMMIES!

Banana Split Dummies

The Banana:—Four for a nickel candles make good bananas. Place them for a minute or two in warm water, take out and place wick end to blunt end, using two candles to each banana dummy. Curve these slightly. They may be covered with ivory enamel to present a more realistic appearance. This treatment will also make the dummy last longer. A number of these may be made up at one time and set aside for future use.
Ice Cream:—This is best made by sifting 20 oz. of XXXX Confectioners sugar with 1⅛ oz. of lemon-colored water, and mixing with the hands to the consistency of sand. This requires much kneading, but such dummies will not crumble or melt down and will last for months. Pack into the required size scoop and place on a level surface to dry thoroughly. A number of these may be prepared at one time, but they must be stored in tin so that pests will not be able to get at them.
Make-up:—Take two or three scoops of the imitation ice cream, according to your fountain practice, and place them on the dish behind the banana, which should be set with its curved surface to the edge of the dish.
Make a small quantity of paste (such as in the soda or sundae) and pour one soda spoon of it over the ice cream balls. The paste will run down the sides, exposing a portion of the ball to view. It will quickly harden, will not attract fruit flies, and will present a very realistic appearance.
With pastry bag and No. 5 star tube, put on rosettes, using the same amounts as actually given at the fountain.
The usual banana split is made as follows:
2 No. 24 scoops of cream, 1 small rosette at each end, and a slightly larger one in the middle with half a red jelly bean on it to imitate a cherry.
Special Feature banana split dummies:
3 No. 30 scoops of ice cream, 1 rosette between the scoops of cream, with a half a red jelly bean on each rosette.
These banana split dummies are quite attractive, when constructed according to these directions, and will last for a long time.

Ice Cream Dummies

The scoop dummies may also be used in cones. They may be colored when molded, if flavored ice cream is being used in your cones.

Malted Milk Dummies

For malted milk displays, the entire glass is filled with colored meringue such as is used in topping. It is important to see that the sides of the glass are thoroughly covered.

Ice Cream Sandwich Dummies

The ice cream sandwich dummy is made by painting a wooden block, 2¼ x 3¼ x ¾, with sundae paste. This is usually painted half with pink paste and half with chocolate paste. A strip, however, may be painted with cream colored paste between the other two colors, to simulate vanilla ice cream. This combination will resemble the Neapolitan brick with its strawberry, vanilla, and chocolate layers.
The sandwich wafers must be put on before the paste hardens, so that they will adhere to the wood. Any crevices left at the sides should be sealed with paste. The sandwich dummies should be covered with cellophane, both for protection and to let your customers know what they are, as they appear quite like the real thing.

ACCURATE RECORDS AND ACCOUNTS

Inventory And Fountain Control Are Vital To Successful Management

SUBJECTS COVERED IN RECORDS AND ACCOUNTS CHAPTER

- Inventory
- Turnover
- Fountain Control Record
- Breakage Report
- Inspection Check-Off List
- Registering Cash

No fountain operator is expected to be a skilled accountant. However, there are a few simple cost and control records that should be kept—because it is extremely difficult to operate a fountain on a successful basis without them.

What would become of the bank or big corporation which didn't maintain some sort of an accounting system? Such a thing is unheard of. But it is true that a great many stores operating fountains will allow that most important department to "shift for itself."

It has been said that comparatively few fountain operators can answer the question, "What gross (or net) profit is your fountain making?" Many an operator keeps records faithfully, but if they are inadequate, they teach him nothing about his business.

FOUNTAIN NEEDS RECORDS

A department capable in many cases of paying the rent of an entire store is certainly worth the development and maintenance of a simple, dependable accounting record; and this record must be separate from the rest of the store accounting. Unless the performance of the soda fountain is known in all respects, it will be impossible to effect adjustments and corrective measures.

The operator must set up the relationship of the department to the balance of the store; for example, if the fountain occupies 33⅓% of the store area, then the proportionate part of total rent, light, heat, and other overhead should be charged to the fountain. Sales, in turn, and net profit can be analyzed on a per-square-foot occupancy basis, and the performance of other store departments can be compared to that of the fountain.

INVENTORY CONTROL AND TURNOVER

Since inventory turnover should be between 50 and 100 turns a year on certain items, and greater on others, it is evident that an efficient control system must be developed which can be kept accurately from day to day.

A modern soda luncheonette with a reasonably limited menu can function with an amazingly small inventory—provided the operator is constantly alert in maintaining proper control. Since it is a "day by day" type of business and items required are

SHOW YOU WHERE YOUR PROFITS ARE

easy to obtain, there is no excuse for the purchasing of large quantities to be used over an extended period of time. Savings may be made in quantity purchases, but before you attempt to make these savings, consider the turnover of your capital invested in inventory. You will realize the absolute necessity of keeping accurate records to assist you in the analysis of this important phase of your business.

STUDY PRICES

Be cautious in your buying, and take only those items that have a quick turnover. Study market quotations, and take advantage of prices. This

SEP 1

CRYSTAL FOUNTAIN

1	-.15 A	001
Customer	Amount Clerk	No.

PLEASE PAY
CASHIER

(1A)

OCT 28

-.90 A 005

(2)

1	000.15 A	001
3	000.60 E	002
1	000.25 E	003
4	000.80 E	004
1	000.20 B	005
1	000.20 B	006
1	000.20 B	007
1	000.20 B	008
2	000.60 A	009
1	000.30 E	010
3	000.75 B	011
1	000.30 E	012

054.87 H	Z092

(1B)

TWO SYSTEMS FOR REGISTERING CASH

Under one system of registering fountain receipts, a check-issuing register issues ticket (1 A, upper left), which is given to customer by dispenser. Customer presents ticket to cashier at front of store and pays his bill. Ticket shows date, number of customers, amount, clerk's initial, and consecutive ticket number. Simultaneously with the printing of this ticket, all of this data except the date is printed on a detailed audit-strip on the register (1 B, left). Note that this ticket represents the first entry on the audit-strip. At the bottom of the audit-strip is a total, which is automatically added on a total cash counter inside the register. Soda fountain cash received by cashier must tally with this total. Under the pay-when-you-are-served system, dispenser rings up amount of the sale and places money in his own individual cash drawer; at the same time the cash register issues a ticket (2, upper right) showing the date, amount, clerk's initial, and consecutive ticket number. Ticket is given to the customer with his change. This system reduces the number of "walk-outs."

will enable you to include some unusual values in your menu, adding materially to customer appeal. Usually the public is not aware of price changes, whereas you can cultivate a source of supply that will do much to keep you posted in advance.

However, there should be no compromise in food quality. No food item of the best quality costs so much more than the cheap item that any appreciable difference can exist in your costs. Waste and spoilage will cause greater losses by far than the difference between cheap and quality merchandise.

QUICK TURNOVER

Here is an example of quick turnover:

If you have $100.00 invested in fountain merchandise on which you wish to make 50% gross profit, the sales price would, of course, be $200. If you turn your stock once a week—or 52 times a year—your sales would amount to $10,400.00 for that year ($200 x 52). If you operate on 22% net profit, your dollar profit would be $10,400 x 22%—or $2,288 for that year.

Now then, supposing you turned your stock twice a week with only $50 invested in merchandise on which you make a 50% gross profit. Your sales for the year would be $10,400.00 (the same as in the previous paragraph)—or a $100.00 sales price multiplied by 104, the number of stock turns in a year at twice weekly. Your 22% net profit also would be $2,288.00 for the year (the same as in the previous paragraph)—*and this profit is made with $50.00 less investment than in the previous paragraph.*

In other words, the faster your turnover, the more money you will make.

MODEL INVENTORY ON PAGE 147

On the basis of what has been outlined here, it can be clearly seen that if the operator wishes to know the amount of business he has done and the profit he has accumulated, he must keep a monthly fountain inventory record. A model inventory record is shown on Page 147. By keeping a record of this type you know what part of the money spent for materials can be used in the form of stock for the following month's business. It may be that you will not find such a closely itemized inventory list to be necessary. It is possible, for instance, to arrive at an average cost price for all syrups, and to put them on your inventory as one item. On this record, unit costs are shown as "averages." You can figure the initial unit cost from the amount paid on its purchase. Use this figure as average from month to month except where there has been a substantial and sustained change in its price. Blank spaces are provided for items other than those listed on the record.

PERISHABLES

Move your perishables rapidly. Spoilage means lost profits.

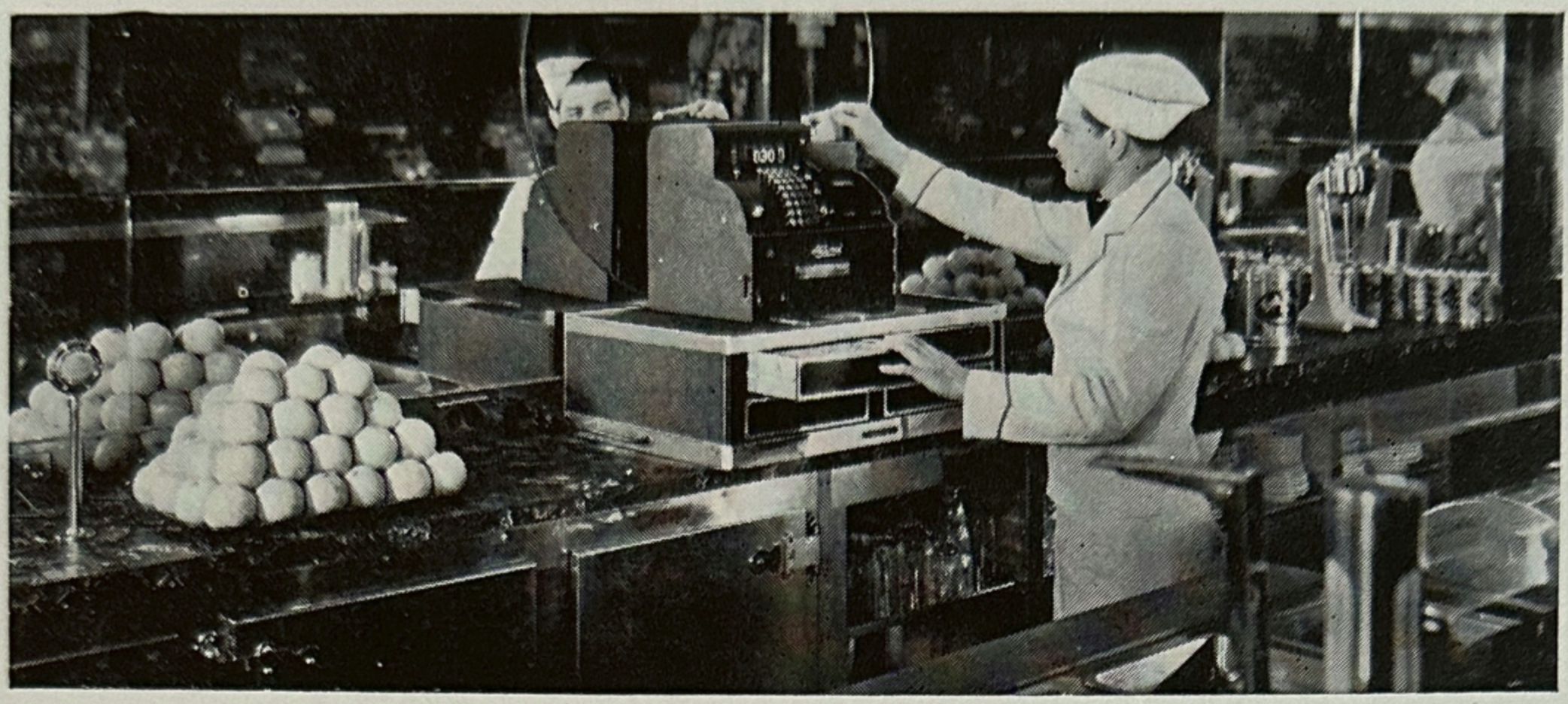
SEE CONTROL RECORD ON PAGE 146

A sample control record is shown on Page 146. This goes with the fountain inventory record, and enables the operator to keep a simple and effective account of his department. This record is self-explanatory. However, to avoid confusion, we shall explain briefly two of the terms:

Miscellaneous Overhead—Items such as advertising, delivery, office expenses, taxes, insurance, interest, debt losses, etc.

Depreciation—You must include the factor of depreciation in your fountain records. To estimate depreciation, take your total fountain investment and divide by 120. This will give you the amount per month over a 10-year period—which may be taken as the length of life of the fountain.

The percentage of net profit to sales is easily computed by dividing the total net profit by the total gross sales for the month.



A modern multiple-drawer National provides maximum control at the fountain

PROTECTING FOUNTAIN REVENUE

Regardless of the size of your fountain or its layout, there is a modern National System which will economically and efficiently protect your fountain revenue.

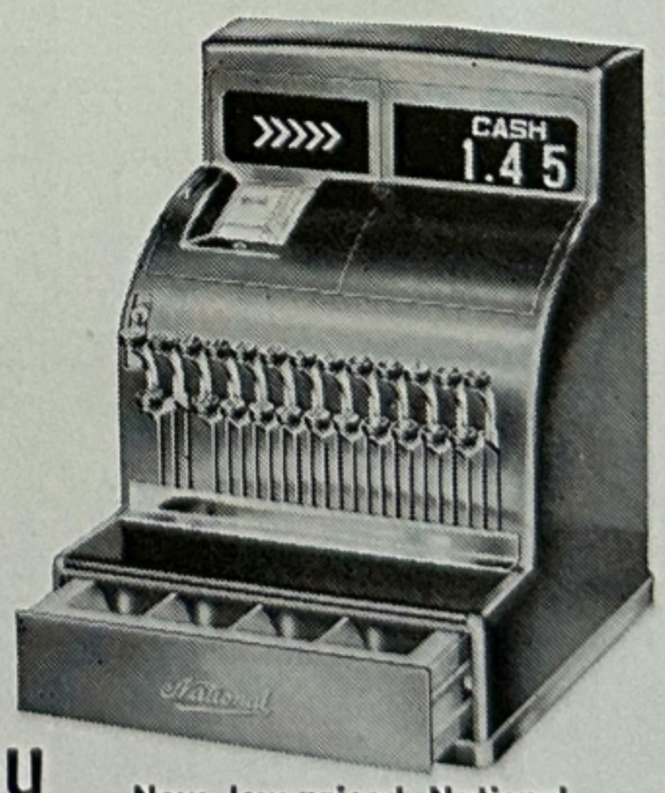
Your system of handling transactions must be fast and accurate. It must provide you with records that will give you control of all the money handled. NCR Systems are especially designed to do these things.

Popular with progressive fountain operators is the modern multiple-drawer National System with a separate cash drawer and sales total for each fountaineer. The fountaineers like it because they can earn more, simply by increasing their individual sales. Fountain operators like it because it boosts revenue, speeds service and protects money.

With this popular "pay-when-served" National System you get greater stool turnover because customers don't have to wait for written or punched fountain checks.

Investigate the complete National line. There's a specific model suited to your fountain requirements and your purse.

This ticket-issuing machine uses inexpensive ticket rolls



New low-priced National fountain register

The National Cash Register Company

DAYTON, OHIO

Cash Registers • Posting Machines
Bank-Bookkeeping Machines
Postage Meter Machines
Typewriting-Bookkeeping Machines

NCR

Check-Writing and Signing Machines
Accounting Machine Desks
Analysis Machines
Correct Posture Chairs

THE "LIQUID" FOUNTAIN CONTROL RECORD

Fountain Operating Record Month of DECEMBER, 1935 **Posted by** R. J. Emerson

DATE	Day of Week	DAILY SALES	MATERIAL COST: ICE CREAM	SYRUPS	Fruit-Milk Merchandise	LUNCH SUPPLIES	ICE GAS	TOTAL BUYS	EXPENSE: WAGES	LAUNDRY	REPAIRS	MISCE.	TOTAL EXPENSE
1	SAT	$80 45	16 83	11 88	6 07	3 33	10 00	48 11	48 83				48 83
2	SUN	37 95	7 [illegible]	4 15	4 15	6 55		21 85					
3	MON	65 58	10 67	11 52	7 10	7 24		36 53	1 17				1 17
4	TUES	59 62	7 00	4 00	5 97	11 31		28 28	3 17	1 92			5 09
5	WED	61 52	8 83	3 70	4 20	10 02		26 75					
6	THUR	60 32	14 33	11 58	11 07	5 21		42 19					
7	FRI	65 87	7 00	4 00	3 70	8 58		23 28		1 57		3 55	5 12
8	SAT	82 83	15 58	11 55	9 03	3 62	5 50	45 28	49 12	34			49 46
9	SUN	43 18	18 00	3 95	4 10	6 45		32 50			5 00		5 00
10	MON	80 65	7 00	5 98	6 18	6 06		25 22					
11	TUES	60 30	8 83	3 85	5 69	7 70		26 07		1 78		1 05	2 83
12	WED	64 88	7 00	13 57	3 86	7 68		32 11					
13	THUR	62 95	8 25	4 05	4 00	15 39		31 69					
14	FRI	59 27	7 00	8 98	10 21	6 18		32 37		1 90		75	2 65
15	SAT	87 93	9 50	6 25	5 33	4 05		19 13	5 52	51 27			5 52 78
16	SUN	36 28	3 33	3 75	4 30	6 43		17 81					
17	MON	62 03	14 33	7 85	8 30	5 73		36 21		53			53
18	TUES	61 97	7 00	11 33	5 70	9 18		33 21					
19	WED	60 28	9 50	3 80	7 19	9 86	10 00	40 35					
20	THUR	65 90	7 00	5 67	4 96	4 17		21 80	4 60	1 82		7 85	14 27
21	FRI	81 18	10 67	6 50	5 13	5 05		27 35	49 05				49 05
22	SAT	38 95	7 00	4 20	4 65	6 57		22 42					
23	SUN	60 52	14 33	5 77	4 66	5 72		30 48	2 70				2 70
24	MON	37 95	7 00	6 42	5 17	8 51		27 10	35 13	1 97			37 10
25	TUES	50 28	10 67	5 67	5 56	8 07		29 97					
26	WED	45 72	7 00	5 42	10 09	9 47		31 98				1 80	1 80
27	THUR	60 07	37 67	2 50	4 47	9 24	6 50	59 38					
28	FRI	66 05	7 00	10 08	5 22	3 57		25 87	5 46				54 86
29	SAT	42 52	4 58	6 08	6 55	7 00		24 21					
30	SUN	49 86	3 33	11 62	4 15			19 10					
31	MON	55 28	7 00	6 75	4 21	9 36		27 32		37			37
MONTHLY TOTALS		1848.14	304.23	212.42	180.97	217.30	31.00	945.92	301.14	12.47	5.00	15.00	333.61

GROSS PROFIT STATEMENT

		%
SALES FOR MONTH	1848.14	100%
Last Mo. Inventory	116.05	
This Mo. Buys (add)	945.92	
TOTAL	1061.97	
This Mo. Inventory (sub.)	181.70	
TOTAL MDSE. COST	880.27	880.27 (Sub.)
GROSS PROFIT THIS MONTH	$967.87	

OPERATING PROFIT STATEMENT

			%
GROSS PROFIT	967.87		
Wages	301.14		
Laundry	12.47		
Repair	5.00		
Miscellaneous	15.00		
TOTAL OPR. EXP.	333.61	333.61 (Sub.)	
OPER. PROFIT THIS MO.		634.26	

NET PROFIT STATEMENT

			%
OPERATING PROFIT	634.26		
Light and Heat	28.50		
Rent	100.00		
Power and Water	13.85		
Miscl. Overhead (5% Sales)	92.40		5%
Depreciation	29.00		
TOTAL OVERHEAD	263.75	263.75 (Sub.)	14%
TOTAL NET PROFIT THIS MO.		370.61	20%

SODA FOUNTAIN INVENTORY

Month of _____

Date Taken DECEMBER 31, 1935

Taken By R. J. Emerson

	Quantity	UNIT	Average Cost per Unit	TOTAL COST
ICE CREAM Bulk	16	gal.	1 20	19 20
Package	11	qt	35¢	3 85
	9	pt.	20	1 80
10¢ Eskimo Pie, etc.	3½	doz.	60	2 10
SYRUPS				
SIMPLE SYRUP	5	gal.	75¢	3 75
FLAVORED SYRUPS	4	gal.	1 05	4 20
COCO COLA	12	Gal	1 60	19 20
CHOCOLATE SYRUP	2	gal	80	1 60
SYRUP EXTRACTS	11	qt.	1 60	17 60
CONDENSED CHOCOLATE	½	gal	1 50	75¢
Green River	4	gal.	1 85	7 40
BOTTLED DRINKS				
BOTTLED SODA	2½	case	75¢	1 88
GINGER ALE Qts.	3½	case	1 77	6 20
Pints	2	case	2 40	4 80
Splits	0			
GRAPE JUICE Qts.	6	each	50	3 00
Pints	9	each	25¢	2 25
Splits	0			
CEREAL BEVERAGES	1⅓	case	2 25	3 00
MINERAL WATER qts	6	each	33	1 98
TOTAL				104 56

	Quantity	UNIT	Average Cost per Unit	TOTAL COST
MILK Bulk	2	gal	35¢	70
Bottled	6	qt		
WHIPPING CREAM	0			
CONDENSED MILK	0			
MALTED MILK	16	lbs.	29	4 64
BUTTER MILK	0			
FRUITS				
ORANGES	30	each	05¢	1 50
LIMES	2	doz.	10	20
LEMONS	10	each	05¢	50
MISC. FRUITS	0			
CRUSHED FRUITS	4½	gal.	3 50	15 75
Maraschino Cherries	1	gal	3 75	3 75
MISCELLANEOUS				
NUTS Asstd.	8	lb.	63	5 04
CONES				
SUGAR	50#	10#	6 75	3 38
EGGS	1½	doz	60	90
RED DIAMOND GAS	20#	drum	5 00	5 00
SEALRITES Qts.				
Pints				
ICE	50#	10#	50	25¢
Empty Coca Cola barrel	1		1 00	1 00
				42 61

	Quantity	UNIT	Average Cost per Unit	TOTAL COST
LUNCHEONETTE				
BREAD	3	loaf	22	66
BUTTER	2	lb.	55¢	1 10
ASSORTED CHEESE	7½	lbs.	45	3 38
SALADS	2	qt.	1 20	2 40
MEATS Roast beef	3	lb.	50	1 50
Roast pork	5½	lb.	65	3 58
Corned beef	3/4	lb.	35¢	27
Sandwich spread	1	qt.	40	40
Peanut butter	2	can	52	1 04
PASTRY	0			
TOMATOS	0			
PICKLES	½	gal	2 00	1 00
RELISH	0			
MAYONAISE	2½	gal	2 00	5 00
OLIVES	3/4	gal	2 10	1 60
LETTUCE	4	head	15¢	60
COFFEE	7	lbs.	40	2 80
TEA $13.00 per 1000 balls	½	box	13 00	7 50
CHOCOLATE POWDER	2	lb.	40	80
Box salt	3	box	10	30
CANNED GOODS				
Ketchup	2	pt	30	60
				34 53

BREAKAGE REPORT

A fountain breakage report has shown itself to be helpful in reducing breakage and loss of silver, glasses, dishes, etc. Breakage is expensive and unnecessary. The largest, most efficiently operated fountains frequently have the lowest breakage rate.

If your breakage is excessive—and by excessive we mean if your glasses fail to give you at least 200 services—it's time to check up and plug this leak in your profits.

INSPECTION CHECK-OFF LIST

Another record which is very useful to the fountain operator is the Inspection Check-Off List. This record is a complete check list of the fountain and fountain equipment; it is to be used in connection with a weekly inspection of material.

Duties in connection with the upkeep of the fountain should be delegated to employees, who should be assigned to cleaning stations for which they are held responsible.

This inspection, to be effective, must be thorough and strict. When there is a question as to which mark should be given, always assign the lower mark. Remember, when assigning marks, that you are catering to either your customers by giving low marks or to your employees by giving high marks. Always follow up the inspection and make sure that all unsatisfactory conditions indicated on the inspection sheet have been remedied.

It will be possible to work out a system of rewards and penalties in connection with the inspection. A competition between individual employees is often very effective.

FOOD COSTS

A soda fountain operator is not expected to be a cost accountant. Nevertheless, he should have a clear idea of his food costs. In the chapter of this manual on food service, detailed costs of luncheons and breakfasts have been set up; the operator would do well to study these carefully.

RECORDS TELL STORY

In studying his records, the fountain operator s h o u l d be able to read definite stories about his business. For instance, he sees that his sales on a certain Saturday were considerably below average, and he sets out to learn the reason. Or he sees that his Sunday sales are consistently low; and he asks himself: "How can I increase my Sunday sales?" These records, if properly kept, hold valuable information, and they should be studied carefully.

LABOR OVERHEAD

Keep your labor overhead below 16% of sales, if possible, operating your fountain on a 50% gross profit.

Registering Cash

Pay-When-You-Are-Served System is Gaining Steadily In Popularity B e c a u s e It Reduces W a l k - O u t s

No system of soda fountain records and accounts will work unless the receipts are registered in every detail. For this purpose, manufacturers have developed cash registers and check-issuing registers with detailed audit-strips. Samples of these strips are shown on Page 143.

AUDIT-STRIP RECORDS CASH

As the cash is registered, the amount and initial of the clerk are shown in bold figures and letters at the top of the machine. At the same time the number of customers served, the amount, the clerk's initial, and the consecutive ticket number are printed on the detailed audit-strip at the right of the register. The check-issuing machine also prints and issues a ticket showing the date, number of customers, amount, clerk's initial, and consecutive

ticket number. The customer presents this ticket to the cashier at the front of the store and pays his bill.

The amount of every transaction is automatically added on a total cash counter inside the register. Whenever the proprietor wants to know the amount accumulated on the total cash counter, he can cause the total to be printed on the audit-strip—such as shown in the previously mentioned illustration.

CASHIER SYSTEM

There are two systems of registering cash at a fountain. One system involves the use of the check-issuing machine and a cashier at the front of the store. Fountain receipts are segregated from other department receipts on the main cash register by the cashier when recording the money. At the end of the day, the soda fountain cash received by the cashier must tally with the audit-strip on the check-issuing machine.

However, the use of this system has resulted in large losses at many soda fountains because of "walk-outs"—customers who intentionally or unintentionally leave the store without paying the cashier. One large fountain in New York City was reputed to have lost $300 a month through "walk-outs" until the operators installed a pay-as-you-are-served system.

PAY-AS-YOU-ARE-SERVED SYSTEM

The pay-as-you-are-served system is the second method of registering cash at a fountain—**and it is gaining steadily in popularity.** At fountains using this system, customers pay when they are served. The dispenser rings up the amount of the sale and places the money in his own individual cash drawer; simultaneously the cash register issues a ticket showing the date, amount, clerk's initial, and consecutive ticket number—and this ticket is presented to the customer with his change. Manufacturers have developed special two-drawer and four-drawer registers to be used with this system. Each dispenser uses his own drawer. Each drawer has its own individual cash sales total which can be printed on the audit-strip. With this system, any shortage can be traced directly to a certain clerk.

It can be readily seen that this system reduces the percentage of "walk-outs" almost to zero. It also reduces operating costs, because, in the case of a large soda luncheonette, the necessity of a cashier at the front of the store is eliminated.

In stores where the customers pay their checks at the cigar counter, the clerk, relieved of this burden, is able to concentrate on sales at his counter. *One large New York City drug store enjoyed an immediate increase in cigar counter sales when the pay-when-you-are-served system was installed at the fountain, leaving the cigar counter attendant free to devote all his time to selling.*

PROFESSIONAL HELP

In many cases, a fountain operator may need professional assistance in handling his records and accounts. For instance, an operator who is inexperienced at setting up his inventory and control records will find it highly advisable to call in a certified public accountant or professional auditor from time to time to study his books and make recommendations. By doing this, the operator relieves himself of a great deal of uncertainty and worry and he also obtains valuable advice that will enable him eventually to handle the records and accounts without any assistance. On the other hand, the operator of a large unit may find himself too busy to give sufficient attention to this phase of his business; in this case, it is of utmost importance to engage the services of a trained accountant at various periods.

Modernization Extends

RIGHT—Here is a fine example of an ultra-modern store front that is designed to turn "sidewalk circulation" into "store circulation." The trend of exteriors is toward the simplified-design treatment in which a variety of materials may be used. Flat surfaces, with a minimum of projections and mouldings tend to keep themselves clean. Note the attractive window display in this store. BELOW—This streamlined installation of the "intimate" type offers a cozy, subdued atmosphere to the patrons. Stools of the latest design and a step guarantee comfort.

The public believes that merchandise is better and easier to buy in a modernized store.

SUBJECTS COVERED IN MODERNIZATION CHAPTER

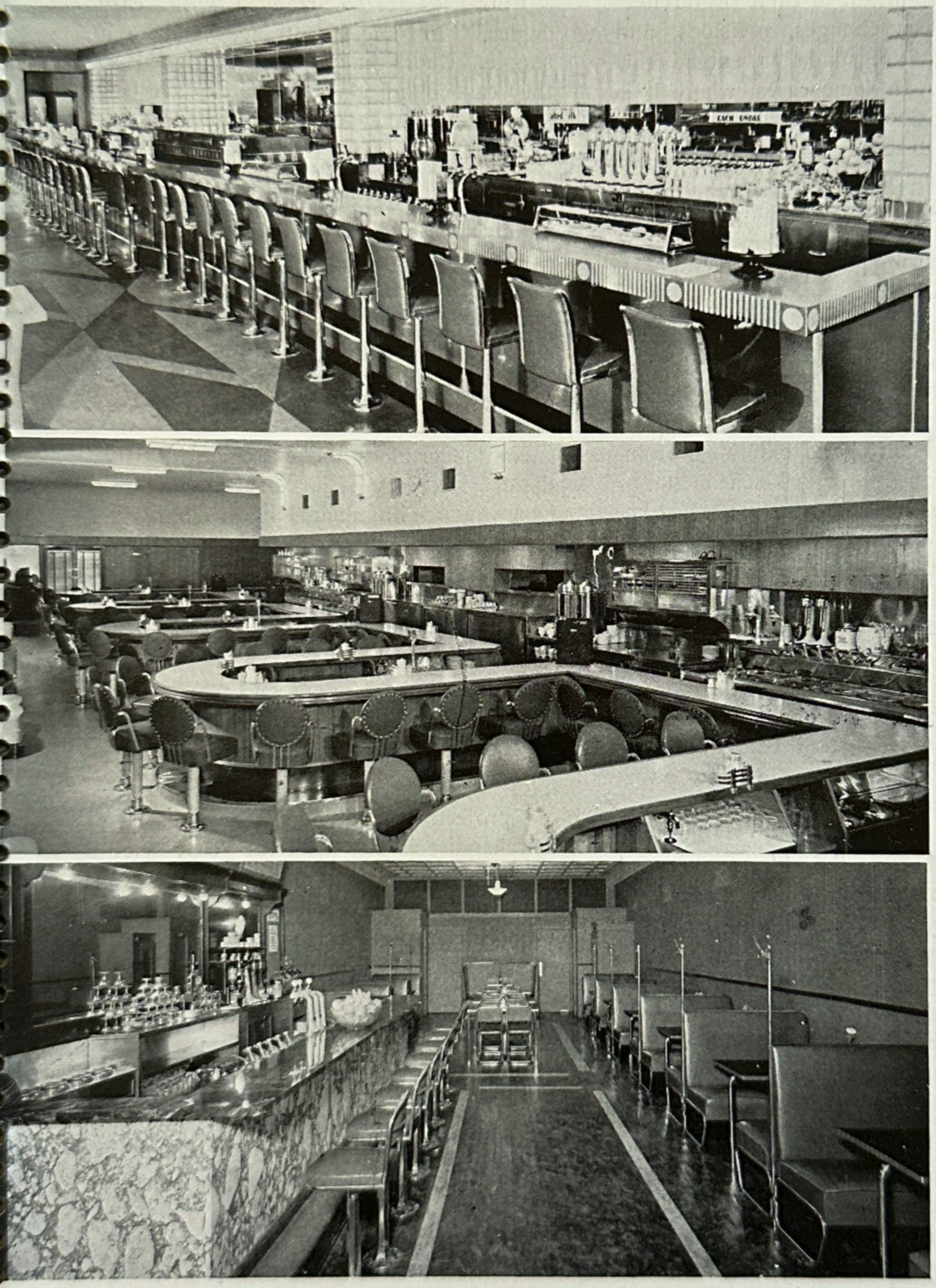
- Exteriors
- Interiors
- Designs
- Materials
- Air Conditioning
- Sound Control
- Illumination

Fountain purchases are "impulse purchases"—decisions made at the moment. Therefore, the modernized store attracts more customers and makes more sales. Your trading area is extended and the customer "repeats" because your business is accepted by him as active and progressive.

Recent years have seen the rapid growth of the ultra-modern streamlined soda fountain. Welcomed by an eager public, these fountains have enjoyed an unusually large slice of the patronage. Operators who invested money to modernize their fountains are finding that their investment is producing highly gratifying returns.

Modernization of the soda fountain and

Your Trading Area



TOP—Customers of this streamlined fountain are greeted by an unusually attractive back bar design. Note the sleek, ultra modern stools and bases and the simple yet appealing counter decoration. MIDDLE—Comfort and simplicity of design feature this modernized bay type soda luncheonette. The last word in lighting fixtures provides sufficient illumination of the soft, restful type. Cushioned stools promise comfort for the customers. BOTTOM—Here a modern installation of booths offers cozy privacy to the customers. Although simple in design, they present the ultimate in comfort and convenience.

modern merchandising methods go hand-in-hand. Every fountain has a trading area in which there is a certain number of people, who, for various reasons, go to one certain fountain of their preference.

Most modern changes, revisions, and improvements are made to extend this trading area. In some cases, where it is difficult to extend the trading area, the problem is to consolidate and hold the present volume of business with possible increases against competition.

MODERNIZATION BUILDS PROFITS

Reports show that soda fountains have scored outstanding successes through the use of either of the above proceedings; and these proceedings involved complete alterations (interior and exterior), or installations of a new soda luncheonette, or installation of new interior fixtures.

The public is attracted to modernization programs. Because of a peculiar psychology, the public believes that through such a program it will have more opportunity for the purchase of better merchandise — and this applies directly to the people who patronize soda fountains.

The change from the older stereotyped fountain with fixtures of another decade to the modern type almost without exception produces large increases in volume. And here is an important point to remember:— *Properly studied interior store layout reduces operating costs.*

EXTERIORS SIMPLIFIED

The trend of exteriors is toward the simplified design treatment in which a variety of materials may be used, such as enamel steel in color, and glass in pleasing arrangements of color. Using the principles of flat surfaces with a minimum of projections and mouldings, the surfaces tend to keep themselves clean. "Eye-level" show windows with emphasis on appeal by sight-selling coupled with engineered illumination make many modernizations excellent examples of skilled merchandising.

Entrances are so arranged, with "easy angles," to make entrance and exit simple. Doors have been redesigned so they can be "all glass," and they are balanced so that they swing with a minimum of effort.

Your rent is based on "sidewalk circulation." A good modernization program converts this "sidewalk circulation" into "store circulation" — on which basis your sales are made and net profit earned to pay your rent. It makes it easy for your customer to buy.

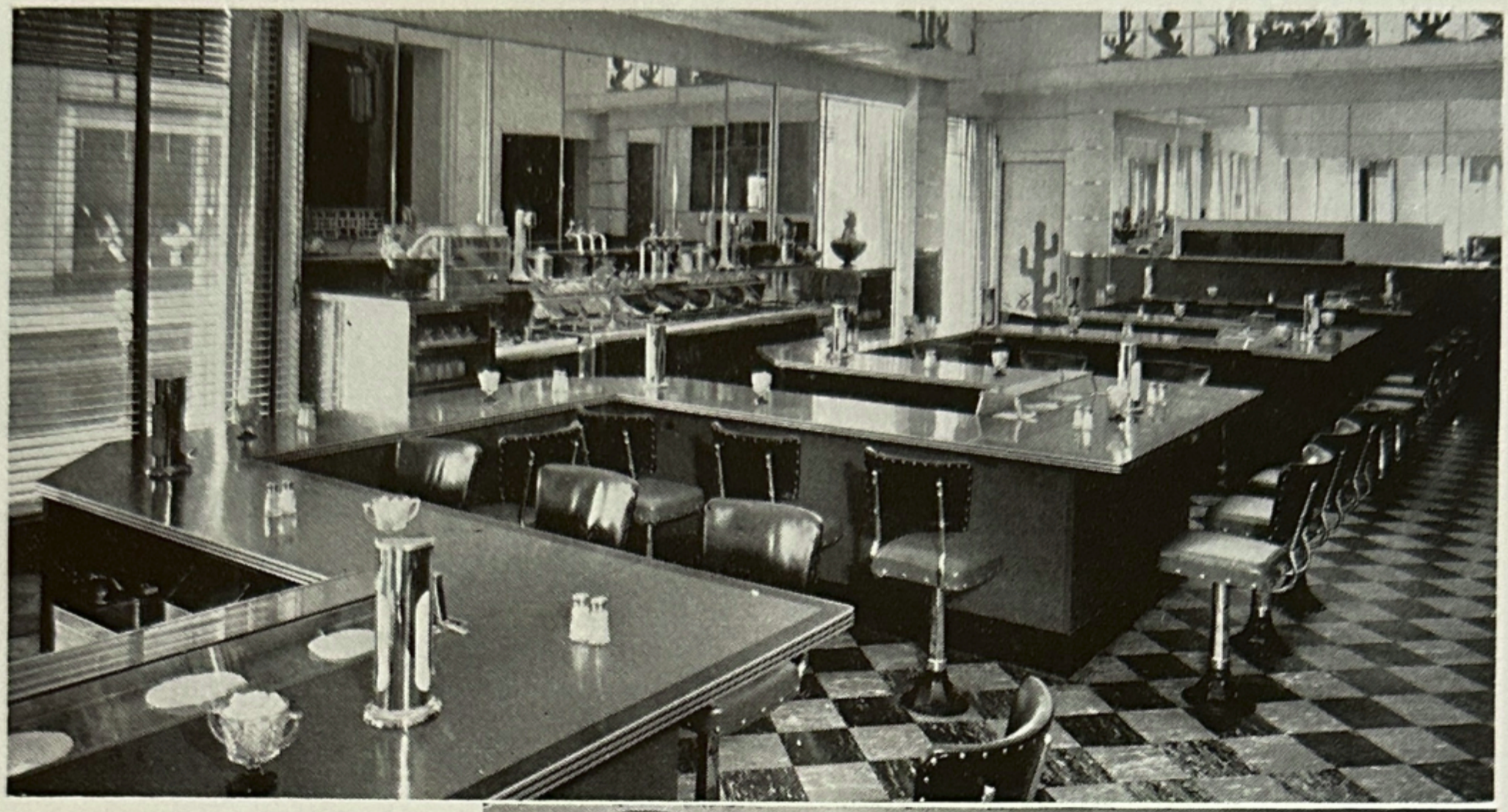
No longer does the customer identify the drug store by its jars of colored water in a window illuminated by gas burners. The modern store with its soda fountain is recognized by the public as an active and progressive organization. Modern merchandising has decreed a new house in which to do business.

INTERIORS STREAMLINED

Store interiors have changed, and new fixtures are flat streamlined surfaces; the old projecting mouldings are gone. The merchandise is displayed for "easy selection" and quick sale in modern show cases. Modern fixtures allow a complete view —unobstructed by signs, etc., that cut vision. Thus all departments in the modernized drug store are in unobstructed view.

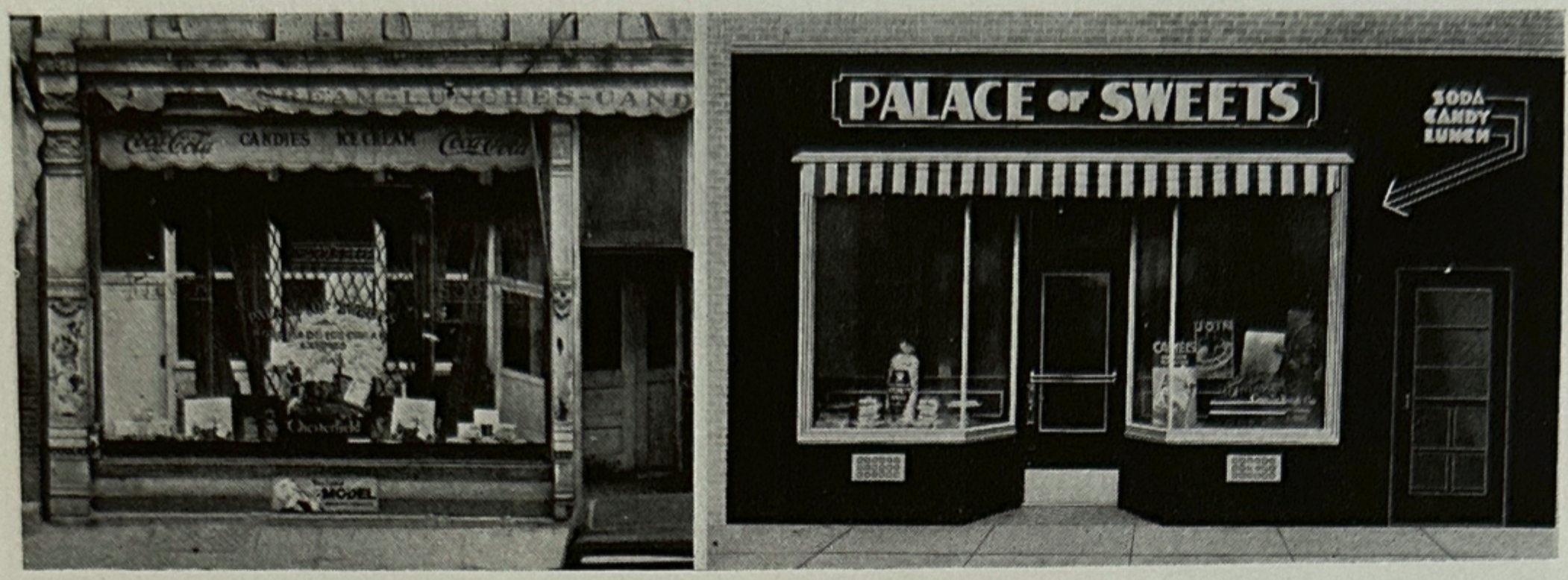
Gone is the "dog house" soda fountain set on the back bar with its later counterpart, the onyx pedestals supporting stained and leaded glass lighting fixtures. Gone is the marble back bar with the huge mirrors and fantastic lighting fixtures.

The modern fountain is sleek, colorful, and streamlined with all its equipment in full view—and all operations in view of the customer. He sees everything, and watches with intense interest the making



ABOVE—Elegance is the keynote of this 125-foot bay type installation with red Cafolite counter and top slab. Base and top slab trim is black Cafolite. Note the attractive arrangement of figures in silhouette on the upper wall. The operators of this luncheonette decided that a wall type service layout would be more convenient. RIGHT—This modernized fountain typifies the trend toward streamlined flat surfaces with a minimum of projecting mouldings. Note the unusual construction for back bar display. Booths and tables toward the rear provide an intimate, cozy atmosphere. BELOW—This modern fountain also illustrates the trend toward flat, sleek, smooth running surfaces. Note the glass brick construction in the back bar and the modern lighting above. This, also, is a wall type installation.

BEFORE— AFTER—



Modernization can work wonders as these two pictures show. At the left we see the drab, unappealing aspect of this soda luncheonette a few years ago. At the right the same place emerges after a thorough streamlining program. This is a typical example of the value of modernization as an investment.

of his particular drink, salad, or sandwich, quickly, cleanly, and skillfully served.

If you are planning to modernize your fountain, base your plans on quality equipment. The idea that the public will react unfavorably if old equipment is replaced by new and modern fixtures is false. Old fixtures suggest to the modern-minded customer that the merchandise is stale.

The public has been educated to understand that better values and better merchandise are more likely available in a store which has been modernized.

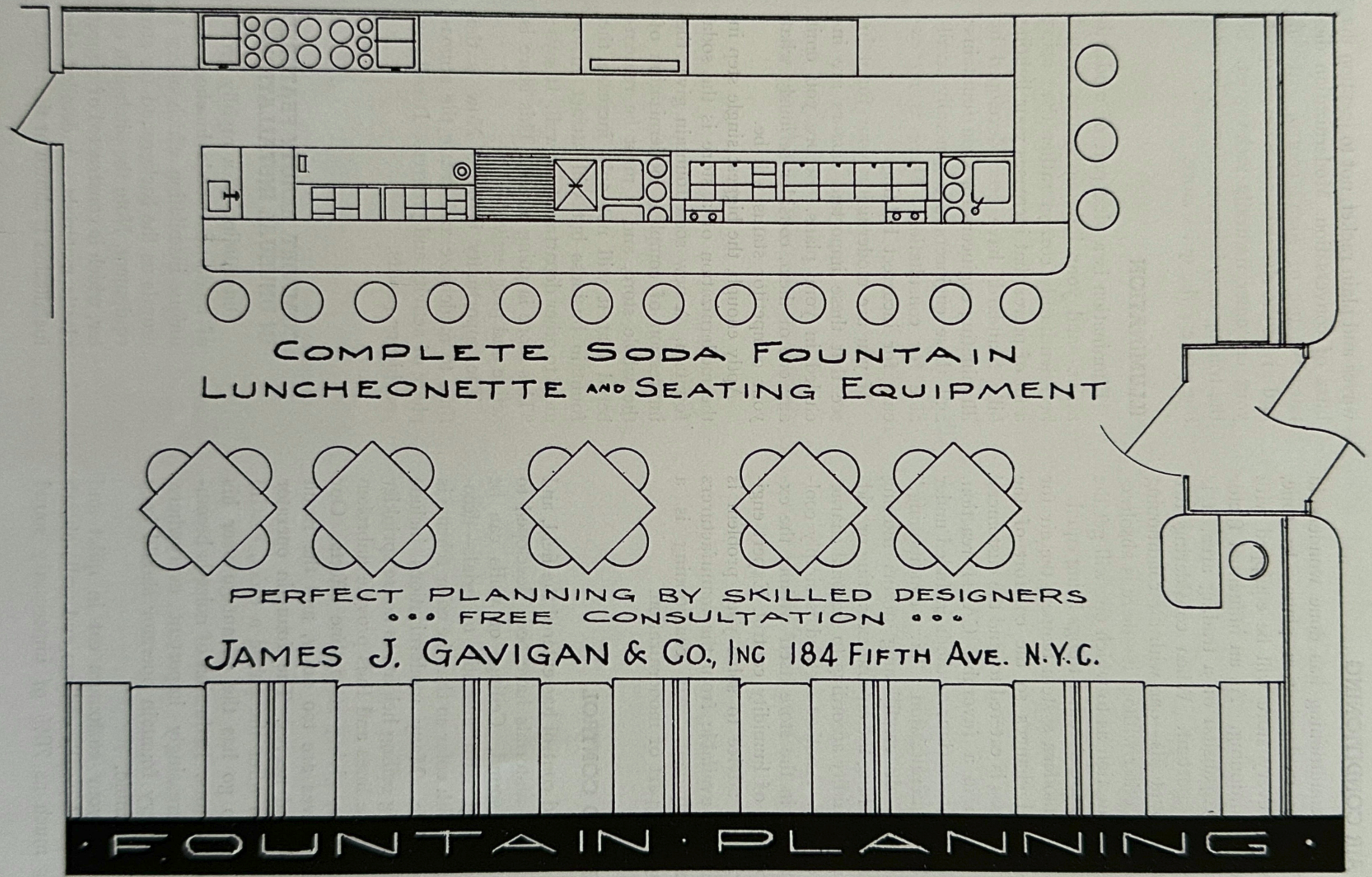
INTERESTING DESIGNS

The modern trend has definitely influenced other major businesses associated with the soda luncheonette and soda fountain business. Flooring materials are now available in terrazzo, rubber, composition tile, linoleum, and cork—in an amazing variety of designs. An interesting design for your floor that joins in color harmony with the design of the store as a unit is valuable to the impression created in your customers' reactions. Sources of supply are usually glad to cooperate in producing pleasing design-arrangement, and in making studies to determine the best treatment, it costs no more to have an interesting and unusual design than a commonplace design.

Color has entered our daily lives quite materially in the past ten years. Its influence is felt in the decoration of houses, in clothing, jewelry, and in business itself. Industrial designers have studied the problem from the point of view of psychological effect on production problems, and they have found that color plays an important part in large scale manufacturing. Walls, therefore, are tinted to minimize eyestrain.

Remember the dull tones of marble used in soda fountains some years back? The selection was usually white Italian marble or onyx. Today marbles of highly decorative character are widely used in all grades of contrast and harmony depending on the decorative note. The search for brilliance of color led to the development of products like Vitrolite and Formica in a wide range of tones and combinations. Bakelite was first made only in black and brown for radio panels; but today a host of materials have burst forth in a dazzling array of tones—every conceivable shade and tone for a myriad of color combinations. All of this is indicative of youth, progress, and activities.

Mirrors which once were white, and only white, at once became flesh color, gold, blue, platinum—in fact any color required for a certain decorative note. Flesh color mirrors sell more women's hats than white mirrors, and the modern back bar equipped with flesh color mirrors flatters women and men customers alike.



COMPLETE SODA FOUNTAIN
LUNCHEONETTE AND SEATING EQUIPMENT

PERFECT PLANNING BY SKILLED DESIGNERS
••• FREE CONSULTATION •••
JAMES J. GAVIGAN & CO., INC 184 FIFTH AVE. N.Y.C.

·FOUNTAIN·PLANNING·

AIR CONDITIONING

Air conditioning has done wonders in fountain modernization plans. In time, almost every store will be equipped with air conditioning. As an influential factor in the expansion of a trading area, it is most important. When considering two soda fountains—one with air conditioning and the other without it—there is absolutely no question as to which one will get the most business—other things being equal.

The modern system tempers the air for seasonal changes so the comfort of the customers is catered to, and the customers' reaction is a favorable CASH reaction. There are various methods included under the generalization "air conditioning." Briefly, air conditioning means filtering and washing the air and extracting or adding humidity according to seasonal characteristics. Another method is simply cooling air in the store itself without the expedient of humidity control. Expert engineering advice to solve your problem is always available from the manufacturers of equipment. Air conditioning is a specific part of modernization.

SOUND CONTROL

Sound control has entered the field, and various materials have been developed to absorb sound. Ceilings or walls can be surfaced with acoustic materials—decorated with color so that the color scheme is complete. Many modernizations include dropping ceiling heights to house sprinkler and pipe lines and thus provide unbroken surfaces, giving streamline effects. Our daily lives are too noisy, and the result is frayed nerves. The fountain operator who can offer the public a quiet, restful place to go has the advantage over his competitors. Reduction of noise is becoming increasingly important everywhere, and every fountain operator should keep this in mind.

Let your customers eat in quiet and peace. Acoustic ceilings and walls absorb as much as 70% of unnecessary sound waves and plain racket, not to mention the buzz of conversation. Modernization dictates the use of sound control material, and given the choice of noise versus quiet, your customer naturally seeks quiet. So the trading area is again affected, because one prefers the quiet store.

ILLUMINATION

Illumination is a vital part of modernization—and your lighting system should be scientifically correct rather than using a lot of power that increases your lighting bill. Standards have been developed by illuminating engineers for soda fountains; and these engineers are generally available for consultation. There is no excuse for incorrect lighting.

If you are modernizing your fountain, see that these important factors are included in your plans. Before you omit any one of them, consider seriously what your competitor status will be.

Aptly enough, the biggest single step in the modernization of a store is the soda fountain. A new soda fountain gives the impression of complete modernization of the whole store, and it must be remembered that it will not only increase the fountain business but will attract customers to other departments as well. It says: "This store is going ahead. This store is active and progressive."

The opportunity is here. Now is the time to modernize and create the atmosphere of activity and progress. It will pay you bigger profits.

COMFORT, BEAUTY FEATURED IN UNUSUAL INSTALLATION

Outstanding in a rapidly growing field of modernized soda luncheonettes is this unique installation which offers historical murals as the background for streamlined equipment. Note the pitched-in type counter, which is constructed of cigarette-proof plastic materials. A detailed plan of the installation is shown at the right.

Unusual Installation Offers Comfort, Beauty

This modernized soda luncheonette in a large syndicate store in a southern city has the following equipment features:—

56′ 2″ Interior consisting of:

6′ workboard
8′ 6″ creamer unit
4 5½″ workboard
4′ shelving section
4′ sandwich table
2′ toaster stand
4′ sandwich table
4′ shelving section
7′ 1½″ workboard
8′ 6″ creamer unit
1′ dipper well unit

56′ 2″ pitched-in type counter of cigarette-proof plastic material, 31½″ high, oak finish. 2″ Verde Antique marble top slab—22″ wide. 4″ marble basing.

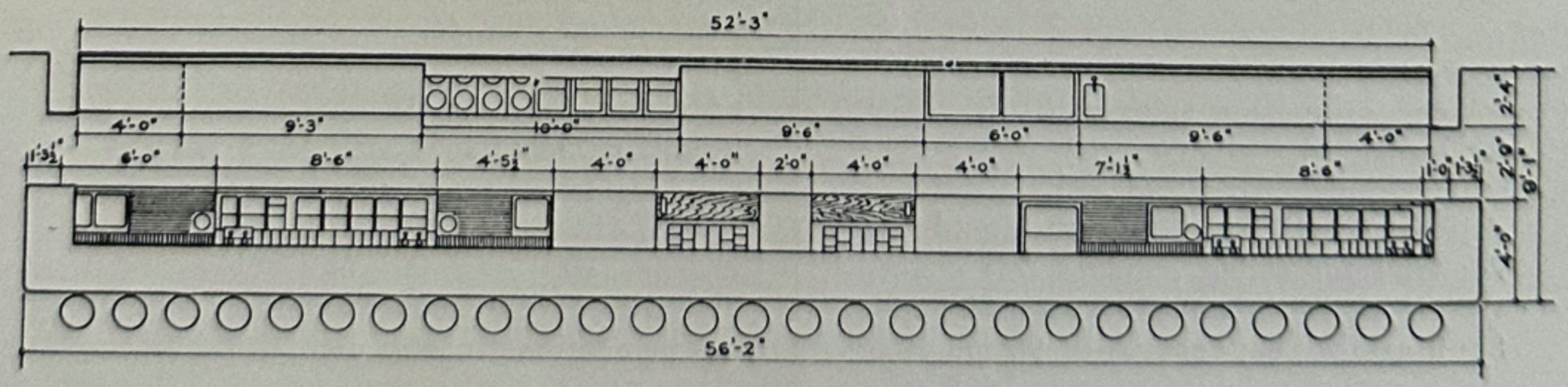
52′ 3″ back bar base consisting of:

4′ refrigerator
9′ 3″ shelving section
10′ steamtable
9′ 6″ shelving section
6′ refrigerated display section
9′ 6″ shelving
4′ pie storage cabinet

Superstructure:

Incorporates five of the twenty-five murals, depicting the development and growth of the city, which form the wall decoration of the entire room.

Floor Plan



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